

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/10/2012
CONVEYING PARTY DATA	
Name	Execution Date
Simply D'nA International Limited	04/10/2012
RECEIVING PARTY DATA	
Name:	Automated Reprographic Technologies Limited
Street Address:	21 Fairmount Road
Internal Address:	Brixton
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	SW2 2BJ
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	5535320
CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	tsalmon@empireipllc.com
Correspondent Name:	Empire IP LLC
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Address Line 4:	Austin, TEXAS 78701
NAME OF SUBMITTER:	Timothy M. Salmon
Total Attachments: 1 source=Assignment Patent 5,535,320 from SDIL to ARTL Apr102012scan0001#page1.tif	

OP \$40.00 5535320

ASSIGNMENT

WHEREAS, Simply D'nA International Limited, a company having a place of business at No 10 Remy Ollier Street, Port Louis, Mauritius (hereafter, together with any successors, legal representatives or assigns thereof, called "Assignor") is the owner of the entire right, title, and interest to U.S. Patent No. 5,535,320 issued on July 9, 1996 for an invention titled "Method for generating a visual design", including patents, patent applications, foreign patents, foreign patent applications, continuations, continuations-in-part, divisionals, extensions, renewals, reissues and re-examinations related to all inventions thereof, (the "Patents");

AND WHEREAS, Automated Reprographic Technologies Limited, a company having a place of business at 21 Fairmount Road, Brixton, London SW2 2BJ, United Kingdom (hereafter, together with any successors, legal representatives or assigns thereof, called "Assignee") wants to acquire Assignor's entire right, title and interest in and to the Patents, including reissues and re-examinations, and Assignor is willing to grant all substantial rights in and to the Patents to Assignee.

NOW, THEREFORE, effective as of the execution date set forth below, and in consideration of the promises and mutual covenants contained herein and for other good and valuable consideration, the Parties agree as follows:

1. *Assignment.* Assignor does hereby sell, assign, transfer and convey, *nunc pro tunc* as of 10 APRIL to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Patents to the full end of the term for which the Patent is granted, as fully and entirely as the same would have been held by Assignor had this assignment not been made. The aforesaid assignment includes the Assignor's right in and to all income, royalties, damages and payments now, in the past or hereafter due or payable which may be granted, and in and to all causes of action, and the right to sue, counterclaim, and recover for past, present and future infringement of the Patents, as fully and entirely as the same would have been held by Assignor had this assignment not been made. Assignor agrees not to challenge the validity and/or enforceability of the Patents or aid, abet, encourage, participate in, or induce any such challenge by a third party.

Assignor hereby covenants that it has full right to convey the entire interest herein transferred, and that it has not executed, and will not execute, any agreement in conflict with this Assignment.

Executed this 10 day of APRIL, 2012.

BY: SIMPLY D'NA INTERNATIONAL LIMITED

(Assignor Signature)

CLIVE HENRY GAY
(Assignor Printed Name)

DIRECTOR
(Assignor Title)