

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
FUJIFILM Holdings Corporation		10/02/2006	CORPORATION: JAPAN

RECEIVING PARTY DATA

Name:	FUJIFILM Corporation
Street Address:	26-30, Nishiazabu 2-chome, Minato-ku
City:	Tokyo
State/Country:	JAPAN
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 68

Property Type	Number	Word Mark
Serial Number:	75161604	ASTIA
Serial Number:	74649845	ATOMM
Serial Number:	75418483	BRILLIA
Serial Number:	75535041	C-DOT
Serial Number:	75600122	
Serial Number:	75859567	COLOURKIT
Serial Number:	76334579	CO-RES SCREENING
Serial Number:	75617776	D
Serial Number:	75617778	D
Serial Number:	76415563	
Serial Number:	73748513	DISCOVERY
Serial Number:	75579301	DPOF
Serial Number:	76511266	DRI-CHEM
Serial Number:	76174568	DRYPIX
Serial Number:	74709669	ENDEAVOR

CH \$1715.00 75161604

Serial Number:	76626157	ETERNA
Serial Number:	76237287	EXPOSURE
Serial Number:	74045853	EXTRASLIM
Serial Number:	76651933	FCR CARBON
Serial Number:	75726074	FDI
Serial Number:	75748388	FINAL PROOF
Serial Number:	75430326	FINEPIX
Serial Number:	75218137	FRONTIER
Serial Number:	78621279	FUJI
Serial Number:	71650703	FUJI
Serial Number:	73072013	FUJI
Serial Number:	73578018	FUJI
Serial Number:	74251602	FUJI
Serial Number:	73433971	FUJI
Serial Number:	73579030	FUJI
Serial Number:	74801622	FUJI
Serial Number:	72364233	FUJICHROME
Serial Number:	72364232	FUJICOLOR
Serial Number:	75289551	FUJICOLOR CRYSTAL ARCHIVE PAPER
Serial Number:	75418481	FUJICOLOR PRESS
Serial Number:	75273100	FUJICOLOR SUPERIA
Serial Number:	75452150	FUJICOLOR SUPERIA X-TRA
Serial Number:	78621281	FUJIFILM
Serial Number:	73657231	GRANDEX
Serial Number:	76431284	IMAGE INTELLIGENCE
Serial Number:	75893903	LANOVIA
Serial Number:	75601664	LUXEL
Serial Number:	73433471	MICLE
Serial Number:	76402418	NANOCUBIC
Serial Number:	76622092	NATURA
Serial Number:	72227672	NEOPAN
Serial Number:	75514108	NEXIA
Serial Number:	76284155	NEXIA Q1
Serial Number:	76651934	OBLIQUE
Serial Number:	75567297	PICTRO MATCH

Serial Number:	75108359	PICTRO SCRIPT
Serial Number:	74166940	PICTROGRAPHY
Serial Number:	75309627	PICTURE SHUTTLE
Serial Number:	76068733	PRINT@FUJICOLOR
Serial Number:	76353833	PRINTPIX
Serial Number:	74449575	PROVIA
Serial Number:	76627849	QUICKGENE
Serial Number:	73663234	QUICK SNAP
Serial Number:	75401803	QUICKSNAP
Serial Number:	76027050	QUICKSNAP COLORS
Serial Number:	75622913	QUICKSNAP GOLF
Serial Number:	73791465	REALA
Serial Number:	76353834	SATISFINE
Serial Number:	74383096	SENSIA
Serial Number:	74551181	THERMO-AUTOCHROME
Serial Number:	72371431	THIN-PAK
Serial Number:	74244107	VELVIA
Serial Number:	76398464	XD XD-PICTURE CARD

**CORRESPONDENCE DATA**

Fax Number: (212)259-2427  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212.408.2500  
Email: amy.waldron@bakerbotts.com  
Correspondent Name: Doreen L. Costa  
Address Line 1: 30 Rockefeller Plaza  
Address Line 2: Baker Botts L.L.P.  
Address Line 4: New York, NEW YORK 10112

ATTORNEY DOCKET NUMBER:	070421.1971
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**DOMESTIC REPRESENTATIVE**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Doreen L. Costa
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Signature:	/Doreen L. Costa/
Date:	02/26/2007
Total Attachments: 4 source=FUJIFILM Corporation - assignment#page1.tif source=FUJIFILM Corporation - assignment#page2.tif source=FUJIFILM Corporation - assignment#page3.tif source=FUJIFILM Corporation - assignment#page4.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, FUJIFILM Holdings Corporation, a corporation organized and existing under the laws of Japan, having a principal place of business at 26-30, Nishiazabu 2-chome, Minato-ku, Tokyo, Japan (hereafter "Assignor"), is the owner of all right, title and interest in and to the trademarks and United States Trademark Registrations and Applications therefor identified in Schedule 1 hereto, together with the goodwill of the business associated therewith (hereafter the "Marks"); and

WHEREAS, FUJIFILM Corporation, a corporation organized and existing under the laws of Japan, having a principal place of business at 26-30, Nishiazabu 2-chome, Minato-ku, Tokyo, Japan (hereafter "Assignee"), desires to acquire all right, title and interest in and to the Marks and the trademark registrations and applications therefor and the registration granted thereon, together with the goodwill of the business symbolized by the Marks in the United States.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and set over to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks and United States Trademark Registrations and Applications therefor identified in Schedule 1 hereto, together with the goodwill of the business symbolized by the Marks;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Marks, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

FUJIFILM Holdings Corporation

FUJIFILM Corporation

By: Shoei Imai  
Name: Shoei Imai  
Title: Operations Manager  
IP Strategy Group.  
Corporate R&D Div.  
FUJIFILM Holdings Corporation

By: Shoei Imai  
Name: Shoei Imai  
Title: Engineering Manager  
Intellectual Property Legal Div.  
Intellectual Property Div.  
R&D Management HQ

Date: 2 October 2006

Date: 2 October 2006

## Schedule

Mark	Appln.No.	Reg.No.	class
ASTIA	75161604	2186503	1
ATOMM	74649845	2039401	9
BRILLIA	75418483	2322276	7
C-DOT	75535041	2433927	9
COLOR MARK \$DESIGN	75600122	2365893	9
COLOURKIT	75/859567	2652294	9
CO-RES SCREENING	76/334579	2748341	9
D \$DESIGN	75617776	2790016	40
D \$DESIGN	75617778	2443745	9
DEVICE MARK (DISC DESIGN)	76/415563		9
DISCOVERY	73748513	1531810	9
DPOF	75579301	2603033	40
DRI-CHEM	76/511266	2819465	10
DRYPIX	76/174568	2743184	1,9,10
ENDEAVOR	74709669	2058215	9
ETERNA	76/626157		1
EXPOSURE	76-237287	2651382	16
EXTRASLIM	74045853	1692544	9
FCR CARBON	76/651933		10
FDI	75/726074	2520775	38,40
FINAL PROOF	75/748388	2505197	9,16
FINEPIX	75/430326		9
FRONTIER	75218137	2184919	9
FUJI	78/621279	3089936	9
FUJI	71650703	614791	1,9
FUJI	73072013	1166184	9
FUJI	73578018	1458880	1,7,9
FUJI (corporate mark)	74251602	1772891	10
FUJI (corporate mark)	73433971	1339842	1,9
FUJI (corporate mark)	73579030	1458882	1,7,9

FUJI (corporate mark)	74801622	1949724	9,16
FUJICHROME	72364233	932564	1
FUJICOLOR	72364232	932563	1
FUJICOLOR CRYSTAL ARCHIVE PAPER	75289551	2237546	1
FUJICOLOR PRESS	75418481	2286527	1
FUJICOLOR SUPERIA	75273100	2211767	1
FUJICOLOR SUPERIA X-TRA	75452150	2352515	1
FUJIFILM	78/621281	3092797	9
GRANDEX	73657231	1494708	1
IMAGE INTELLIGENCE \$DE	76/431284	2921944	9
LANOVIA	75/893903	2479378	9
LUXEL	75601664	2643240	9
MICLE	73433471	1290799	9
NANOCUBIC \$DE(4)	76/402418	2829218	9
NATURA	76/622092		1,9
NEOPAN	72227672	815462	1
NEXIA	75514108	2347689	1
NEXIA Q1(logo)	76/284155	2602785	9
OBLIQUE	76/651934		9
PICTRO MATCH	75567297	2598316	9
PICTRO SCRIPT	75108359	2122930	9
PICTROGRAPHY	74166940	1759101	9
PICTURE SHUTTLE	75309627	2442956	9
PRINT@FUJICOLOR	76/068733	2650168	40
PRINTPIX	76/353833	2858412	9,16
PROVIA	74449575	1912111	1
QUICKGENE	76/627849		1,9
QUICKSNAP	73663234	1471849	1,9
QUICKSNAP	75401803	2224107	9
QUICKSNAP COLORS	76/027050	2636381	9
QUICKSNAP GOLF	75622913	2480443	9
REALA	73791465	1567781	1
SATISFINE	76/353834	2733215	1
SENSIA	74383096	1874455	1
THERMO-AUTOCHROME	74551181	2044191	16
THIN-PAK	72371431	948515	1,9

VELVIA	74244107	1773957	1
XD-PICTURE CARD	76398464	2976916	9
Total 68			