

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sony Kabushiki Kaisha		04/01/2011	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Dai Nippon Insatsu Kabushiki Kaisha		
Trading As:	TA Dai Nippon Printing Co., Ltd.		
Street Address:	1-1 Ichigaya Kagacho 1-chome, Shinjuku-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	JOINT STOCK COMPANY: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3336454	SNAP LAB	
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	3124746300		
Email:	janderfuren@marshallip.com		
Correspondent Name:	Marshall, Gerstein & Borun LLP		
Address Line 1:	233 S. Wacker Drive		
Address Line 2:	Suite 6300		
Address Line 4:	Chicago, ILLINOIS 60606-6357		
ATTORNEY DOCKET NUMBER:	30047/62097		
DOMESTIC REPRESENTATIVE			
Name:	Marshall, Gerstein & Borun LLP		
Address Line 1:	233 S. Wacker Drive		
Address Line 2:	Suite 6300		

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 REEL: 004589 FRAME: 0707

OP \$40.00 3336454

Address Line 4: Chicago, ILLINOIS 60606-6357

NAME OF SUBMITTER:

Jill Anderfuren

Signature:

/ja/

Date:

07/25/2011

Total Attachments: 1

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CONFIRMATORY TRADEMARK ASSIGNMENT

THIS AGREEMENT is effective as of the date below between Sony Kabushiki Kaisha, also trading as Sony Corporation ("SONY") and Dai Nippon Insatsu Kabushiki Kaisha, also trading as Dai Nippon Printing Co., Ltd., a Japanese joint stock company, 1-1 Ichigaya Kagacho 1-chome, Shinjuku-ku, Tokyo, Japan ("DAI NIPPON").

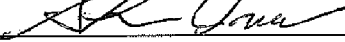
WHEREAS, SONY owns all rights, interest and goodwill in and to the trademark SNAP LAB ("the Trademark") in International Class 9, and the goodwill of the business symbolized thereby, and in the U.S. Trademark Registration No. 3,336,454; and

NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto hereby agree as follows:

1. SONY does hereby confirm that it has assigned unto DAI NIPPON all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized thereby, the right to sue for past infringement, and the right to prosecute applications and maintain the U.S. Trademark Registration.

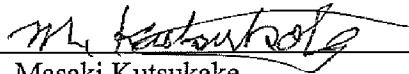
SONY KABUSHIKI KAISHA  
ALSO TRADING AS SONY CORPORATION

Date: APR. - 1. 2011

By:   
Name: Shinji Ina  
Title: General Manager

Accepted by:

DAI NIPPON INSATSU KABUSHIKI KAISHA  
ALSO TRADING AS DAI NIPPON PRINTING CO., LTD.

By:   
Name: Masaki Kutsukake  
Title: General Manager