

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
BrightWell Technoogies, Inc.		07/26/2011	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	ProteinSimple		
Street Address:	3040 Oakmead Village Drive		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95051		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77578370	MFI	
Serial Number:	85297326	MFI	
Serial Number:	85293593	MFI MICRO-FLOW IMAGING	
CORRESPONDENCE DATA			
Fax Number:	(650)857-0663		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6508435000		
Email:	trademarks@cooley.com		
Correspondent Name:	Todd Bontemps c/o Cooley LLP		
Address Line 1:	777 6th Street NW, Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
ATTORNEY DOCKET NUMBER:	310213-20000		
NAME OF SUBMITTER:	Todd Bontemps		
Signature:	/Todd Bontemps/		

CH \$90.00 77578370

Date:

07/29/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Assignment") is effective May 11, 2011 and is entered into by and between **Brightwell Technologies, Inc.**, a Canadian corporation ("Assignor"), and **ProteinSimple**, formerly known as Cell Biosciences, Inc., a Delaware corporation, headquartered at 3040 Oakmead Village Drive, Santa Clara, California 95051 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth on the attached Exhibit A (hereafter "the Marks"); and

WHEREAS, Assignee desires to acquire from Assignor all right, title and interest in the Marks together with the goodwill associated therewith; and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest to the Mark as well as that portion of its business in connection with which Assignor has a *bona fide* intent to use the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor hereby assigns to Assignee any and all right, title and interest which it may have in and to the Marks together with the goodwill of that portion of the business symbolized by the Marks and that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Marks and the right to sue for past infringement of the Marks.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment below.

For And On Behalf of Brightwell Technologies, Inc.

Assignor

By: 


Name: Jason Novak

Title: CFO

Date: July 26, 2011

For And On Behalf of ProteinSimple

Assignee

By: 


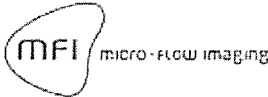


Name: Jason Novak

Title: CFO

Date: July 26, 2011

Exhibit A

The Trademarks Subject to this Trademark Assignment Agreement:

Mark	Serial No. / Reg. No.	Jurisdiction
	77578370 / 3796628	United States
MFI	85297326	United States
	85293593	United States
	TMA758124	Canada
MICRO-FLOW IMAGING	TMA687979	Canada
	7312838	European Union

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