

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Micron Technology, Inc.		08/09/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Citizen Finetech Miyota Co., LTD.		
Street Address:	4107-5, Miyota, Miyota-machi, Kitasaku-gun		
City:	Nagano-pref		
State/Country:	JAPAN		
Postal Code:	389-0295		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85570299	JUICE POP	
Serial Number:	85397291	POPVIDEO	
Serial Number:	85532544	POP VIDEO	
Serial Number:	85397295	POP VIDEO	
CORRESPONDENCE DATA			
Fax Number:	6508332001		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	650.833.2373		
Email:	tmdocket@dlapiper.com, dash.mclean@dlapiper.com		
Correspondent Name:	Paul A. McLean, Esq., DLA Piper LLP (US)		
Address Line 1:	2000 University Avenue		
Address Line 4:	East Palo Alto, CALIFORNIA 94303-2215		
ATTORNEY DOCKET NUMBER:	382176-100 PAM		
DOMESTIC REPRESENTATIVE			

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 REEL: 004853 FRAME: 0438

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Name: Paul A. McLean, Esq., DLA Piper LLP (US)
Address Line 1: 2000 University Avenue
Address Line 4: East Palo Alto, CALIFORNIA 94303-2215

NAME OF SUBMITTER:

Paul A. McLean, Esq., DLA Piper LLP (US)

Signature:

/Paul A.McLean/

Date:

08/30/2012

Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, Micron Technology, Inc., a Delaware corporation with its principal place of business at 8000 S. Federal Way Boise, Idaho 83716 (“Assignor”), desires to sell, transfer, convey, assign, and deliver all of its right, title, and interest in and to the trademarks, service marks, and trade names listed on Appendix A hereto (the “Marks”), including any and all state, federal, and foreign registrations and applications therefor; and

WHEREAS, Citizen Finetech Miyota Co., LTD., a corporation organized under the laws of Japan with its principal place of business at 4107-5, Miyota, Miyota-machi, Kitasaku-gun, Nagano-pref, 389-0295, Japan (“Assignee”), desires to acquire all of Assignor’s right, title, and interest in and to the Trademarks;

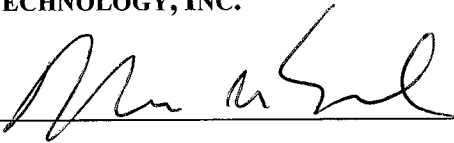
NOW, THEREFORE, in connection with that certain Asset Purchase Agreement between Assignor as Seller and Assignee as Buyer of even date herewith, and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and Assignee hereby accepts, Assignor’s entire right, title and interest in and to the Marks and the related registrations together with any and all goodwill of the business symbolized by the Marks and registrations, with all rights of action, powers and benefit to the Marks, due or accrued, including the right to sue for and recover in the Assignee’s own name and that of its successors and assigns and other legal representatives all remedies of every nature, including, without limitation, rights to injunctive relief, damages, profits, costs and attorney fees, arising out of past infringement of the Marks, or injury to the related goodwill, effective as of the later date set forth below.

From time to time, on and after the effective date of this Trademark Assignment, Assignor shall, at the reasonable request and the expense of Assignee: (a) execute and deliver or cause to be delivered any documents and further instruments of assignment consistent with the present assignment, and (b) take or cause to be taken all such other actions, as may reasonably be deemed necessary or desirable in order for Assignee to obtain the full benefits of the present assignment.

[THE REST OF THIS PAGE HAS BEEN LEFT BLANK INTENTIONALLY.]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the later date set forth below.

For **MICRON TECHNOLOGY, INC.**

By: 

Name: Michael Sadler

Title: Vice President of Corporate
Development

Date: August 9, 2012

For **CITIZEN FINETECH MIYOTA Co., LTD.**

By: _____

Name: _____

Title: _____

Date: _____

[THIS IS THE SIGNATURE PAGE FOR THE TRADEMARK ASSIGNMENT.]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the later date set forth below.

For **MICRON TECHNOLOGY, INC.**


By: _____

REVIEWED Name: _____
MTI Legal

LMC Title: _____

Date: _____

For **CITIZEN FINETECH MIYOTA Co., LTD.**

By: _____ 

Name: _____


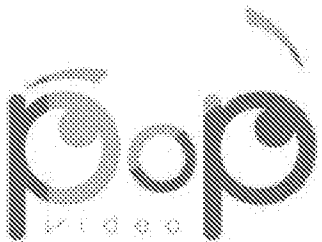
Title: _____

Date: _____

[THIS IS THE SIGNATURE PAGE FOR THE TRADEMARK ASSIGNMENT.]



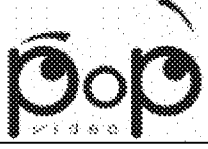
**Appendix A To Trademark Assignment:
Assigned Marks**

U.S. Marks:

MARK	APP. NO.	APP. DATE	STATUS
JUICE POP (U.S.)	85570299	3/15/2012	Published
POPVIDEO (U.S.)	85397291	8/13/2011	Notice of Allowance
	85532544	2/2/2012	Published
	85397295	8/13/2011	Notice of Allowance

Foreign Marks:

COUNTRY	MARK	APP. NO.	APP. DATE	STATUS	REG. NO.	REG. DATE
Canada	POPVIDEO	1562732	2/3/2012	Pending		
Int'l Register (Designating Switzerland, China, European Community, France, Japan, Norway, and Russian Federation)	POPVIDEO	1112042	2/2/2012	Registered (pending examination in designated countries)	1112042	2/2/2012

COUNTRY	MARK	APP. NO.	APP. DATE	STATUS	REG. NO.	REG. DATE
Taiwan	POPVIDEO	101005354	2/6/2012	Pending		
Canada		1562609	2/3/2012	Pending		
Int'l Register (Designating Switzerland, China, European Community, France, Japan, Norway, and Russian Federation)		1112413	2/8/2012	Registered (pending examination in designated countries)	1112413	2/8/2012
Taiwan		101005355	2/6/2012	Pending		
European Community	DISPLAYTECH	1032499	12/31/1998	Registered	1032499	07/26/2001