

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 Corporation		01/30/2013	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Japan Display West Inc.		
Street Address:	50 Aza Kamifunaki, O-Aza Ogawa, Higashiura-cho		
City:	Chita-gun, Aichi-ken 470-2102		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85357359	WHITEMAGIC	
CORRESPONDENCE DATA			
Fax Number:	2125894201		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212 589-4200		
Email:	rhorowitz@bakerlaw.com		
Correspondent Name:	Robert B.G. Horowitz		
Address Line 1:	45 Rockefeller Plaza, 14th Floor		
Address Line 2:	Baker & Hostetler LLP		
Address Line 4:	New York, NEW YORK 10111		
ATTORNEY DOCKET NUMBER:	041279.002469		
DOMESTIC REPRESENTATIVE			
Name:	Robert B.G. Horowitz, Esq.		
Address Line 1:	45 Rockefeller Plaza, 14th Floor		
Address Line 2:	Baker & Hostetler LLP		

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Address Line 4: New York, NEW YORK 10111

NAME OF SUBMITTER:

Robert B.G. Horowitz

Signature:

/Robert B.G. Horowitz/

Date:

02/01/2013

Total Attachments: 1

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Whereas, SONY CORPORATION, a Japan corporation whose address is 1-7-1 Konan, Minato-ku, Tokyo, Japan, owns the trademark WhiteMagic and U.S. Trademark Application Serial No. 85/357359 for WhiteMagic for goods in Class 9;

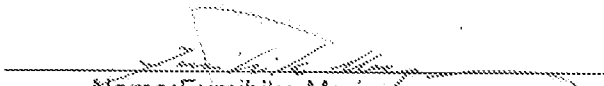
Whereas, Japan Display West Inc., a Japan corporation whose address is 50 Aza Kamifunaki, O-Aza Ogawa, Higashiura-cho, Chita-gun, Aichi-ken, 470-2102 Japan, desires to acquire all rights, title and interests in and to said WhiteMagic trademark and Application Serial No. 85/357359 therefor;

Now, therefore, for \$10.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, said SONY CORPORATION does hereby assign unto said Japan Display West Inc. all rights, title and interest in and to the WhiteMagic mark and together with any and all goodwill of the business symbolized by same, and

Application Serial No. 85/357359 for WhiteMagic, including the right to receive the Certificate of Registration for the mark.

Date: January 30, 2013
Tokyo, Japan

SONY CORPORATION


Name: Fumihiko Moriya
Title: VP, Senior General Manager
Intellectual Property Division,
Sony Corporation