

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
Alpha Innotech Corporation		07/23/2013	CORPORATION: DELAWARE

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: 6

Property Type	Number	Word Mark
Registration Number:	3525008	ALPHA VIEW
Registration Number:	3615098	RED
Registration Number:	3267757	CHROMALIGHT
Registration Number:	2716583	NOVARAY
Registration Number:	2101046	ALPHAIMAGER
Registration Number:	2094581	ALPHAEASE

CORRESPONDENCE DATA

Fax Number: 6508570663
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 6508435000
 Email: nmcmahon@cooley.com
 Correspondent Name: Todd Bontemps c/o Cooley LLP
 Address Line 1: 1299 Pennsylvania NW, Suite 700
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

CH \$165.00 3525008

ATTORNEY DOCKET NUMBER:	310213-20000
NAME OF SUBMITTER:	Todd S. Bontemps
Signature:	/TSB5/
Date:	07/25/2013
Total Attachments: 2 source=ALPHA to PROTEINSIMPLE#page1.tif source=ALPHA to PROTEINSIMPLE#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Assignment") is effective October 28, 2009 and is entered into by and between **Alpha Innotech Corporation**, a Delaware corporation ("Assignor"), and **ProteinSimple**, 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 Marks together with the goodwill associated therewith;

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 Alpha Innotech Corporation
Assignor

By: 

Name: JASON NOWI

Title: CEO

Date: July 23, 2013

Exhibit A

The Trademarks Subject to this Trademark Assignment Agreement:

Mark	Serial No. / Reg. No.	Jurisdiction
ALPHA VIEW	77/186144 3525008	United States
RED	77/532634 3615098	United States
CHROMALIGHT	78/709377 3267757	United States
NOVARAY	78/069949 2716583	United States
ALPHAIMAGER	75/106530 2101046	United States
ALPHAEASE	75/106531 2094581	United States