

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	09/25/2004

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Deep Video Imaging Limited		09/25/2004	a New Zealand Company:

**RECEIVING PARTY DATA**

Name:	Pure Depth Limited
Street Address:	Unit G, Morrin Court, 24 Morrin Road
City:	Panmure
State/Country:	NEW ZEALAND
Postal Code:	1006
Entity Type:	a Corporation of New Zealand:

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	78532876	PUREDEPTH

**CORRESPONDENCE DATA**

Fax Number: (949)760-9502  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 949-760-0404  
 Email: efilings@kmb.com  
 Correspondent Name: Steven J. Nataupsky  
 Address Line 1: 2040 Main Street, 14th Floor  
 Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER: JAMES101.001TUS

**DOMESTIC REPRESENTATIVE**

Name: Steven J. Nataupsky  
 Address Line 1: 2040 Main Street, 14th Floor

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Address Line 2: Knobbe, Martens, Olson & Bear, LLP  
Address Line 4: Irvine, CALIFORNIA 92614

NAME OF SUBMITTER:	Steven J. Nataupsky
Signature:	/sjn/
Date:	01/30/2006

Total Attachments: 6  
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**DEED OF ASSIGNMENT OF INTELLECTUAL PROPERTY**

Dated: 23 September 2004

I HEREBY CERTIFY that this is a true and correct photocopy of the original document.

**PARTIES:**

1. Deep Video Imaging Limited (*Assignor*)

And

2. Pure Depth Limited (*Assignee*)

Together the *Parties*

*Julianne Hutton* 5 September 2005  
JULIANNE HUTTON  
Notary Public  
Solicitor of the High Court of New Zealand  
Lane Neave Ronaldson  
Solicitors  
P O Box 13-149  
Christchurch, New Zealand  
Phone (03) 379-3720

**BACKGROUND**

- a. The Parties have entered into an agreement for the sale and purchase of certain intellectual property dated on or about 23 September 2004.
- b. The Assignor has agreed to transfer to the Assignee all its right and interest in its intellectual property including all its registered patents, trade marks and designs, and applications therefore, detailed in the attached schedule (*Intellectual Property*), together with any benefits relating thereto.

**ASSIGNMENT**

1. In consideration of the sum of one dollar, together with other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to the Assignee all its right, title and interest in and to the Intellectual Property, the right to use the Intellectual Property, and all common law rights and all rights of action, powers and benefits in respect of the Intellectual Property, including without limitation:

- a. the right to apply for further applications based on these existing applications;
- b. the right to claim priority from the applications; and
- c. the right to sue for damages and other remedies in respect of any infringement of the Intellectual Property which may have occurred prior to the date of this deed.

2. This assignment shall be effective on and from the 25 September 2004.

Executed as a deed:

Signed by **Deep Video Imaging Limited:**

B. Mayo Smith  
Director's signature

[Signature]  
Director's signature

Brian Mayo Smith  
Director's full name

Kristin Bowman  
Director's full name

Signed by **Pure Depth Limited:**

B. Mayo Smith  
Director's signature

[Signature]  
Director's signature

Brian Mayo Smith  
Director's full name

Kristin Bowman  
Director's full name

**SCHEDULE 1**

**Intellectual Property**

**PART A – PATENTS/PATENT APPLICATIONS**

All patent applications made in the name of Deep Video Imaging Limited (certain of which were applied for in the name of Power Beat International Limited and assigned to Deep Video Imaging Limited) are intended to be assigned to PureDepth Limited. This includes the following families/inventions (including their priority applications and all national phase applications based on the PCT/priority documents and all patents granted upon them):

PCT/NZ Application No	Title	In House No
PCT/NZ98/00098	A Multi Layer Display Device and Method for Displaying...	Base Patent
PCT/NZ99/00021	Improved Display	Selective Diffuser
PCT/NZ00/00143	Interactive Three Dimensional Display...	Kiosk
PCT/NZ00/00161	Display Method for Multi Layered Screens	MLD Software
PCT/NZ00/00162	Data Display for Multi Layered Screens	MLD Spreadsheet
PCT/NZ00/00160	Control of Depth Movements for Visual Display...	Cursor Movement
PCT/NZ01/00258	Altering Surface of a Display from Matt to Optically Smooth	Lacquered Film
PCT/NZ02/00073	Optical Retarder	Optical Film
PCT/NZ02/00079	Information Display	Speed Reading
PCT/NZ02/00175	Improvement to Instrumentation	Instrumentation
PCT/NZ02/00243	Depth Fused Display	Depth Fusion
PCT/NZ02/00213	Visual Display Unit Illumination	PDA
PCT/NZ03/00046	Method to Control Point Spread Function of an Image	Point Spread

PCT/NZ APPLICATION NO.	TITLE	INVENTOR
PCT/NZ03/00126	Dual Layer Stereoscopic Liquid Crystal Display	Stereoscopic Glasses
PCT/NZ03/00132	Enhanced Viewing Experience of a Display...	Contrast Control
PCT/NZ03/00133	Real Time Multi Layer Display	Tank
PCT/NZ03/00153	Improved Multi Layer Video Screen	Pixel Pattern
PCT/NZ03/00132	Multiview Display	Multiview Display
PCT/NZ003/00196	Autostereoscopic Image Display Apparatus	Lenticular Lens
PCT/NZ003/00215	Display Control System	Layer Assignment Interface
NZ526028	Backlighting System for a Display Screen	Backlight

US GRANTED IN NO.	TITLE	INVENTOR
US5,086,354	Three Dimensional Optical Viewing System	Bass
US5,589,980	Three Dimensional Optical Viewing System	Bass
US5,956,180	Optical Viewing System for Asynchronous Overlaid Images	Bass

Without intending to limit the above and for the purposes of documentation only, the following patents have been granted on the basis of the above listed applications:

1. Control of Depth Movements for Visual Display with Layered Screen:
  - a. Australian Granted Patent No. 67426/00;
  - b. New Zealand Granted Patent No. 518200.

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2. Interactive Three Dimensional Display:
  - a. Australian Granted Patent No. 63265/00;
  - b. New Zealand Granted Patent No. 516965.
3. Display Method for Multi Layered Screens:
  - a. Australian Granted Patent No. 67427/00;
  - b. New Zealand Granted Patent No. 518199.
4. Data Display for Multi Layered Screens:
  - a. Australian Granted Patent No. 67428/00;
  - b. New Zealand Granted Patent No. 518198.
5. Information Display:
  - a. New Zealand Granted Patent No. 511444.
6. A Multi Layer Display Device and Method for Displaying:
  - a. New Zealand Granted Patent No. 505800;
  - b. Singapore Granted Patent No. 2000-04117-8.
7. Improved Display:
  - a. New Zealand Granted Patent No. 505801;
  - b. Australian Granted Patent No. 740574;
  - c. Singapore Granted Patent No. 74918.
8. Altering Surface of a Display from Matt to Optically Smooth:
  - a. New Zealand Granted Patent No. 509258;
  - b. Taiwanese Granted Patent No. NJ169308.

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9. "Bass" Patents:

- a. US Granted Patent No. 5,086,354;
- b. US Granted Patent No. 5,589,980;
- c. US Granted Patent No. 5,956,180.

**PART B – TRADE MARKS/TRADE MARK APPLICATIONS**

All trade mark applications made in the name of Deep Video Imaging Limited are intended to be assigned to PureDepth Limited. This includes the following trade marks (including their priority applications and all national phase applications based on them and/or the priority applications and trade marks granted upon them):

- PureDepth™ (NZ 713856)
- ActualDepth™ (US 76/180,255, Japan 4715064, Singapore T00/21398Z)
- Deep Video™ (US 76/424564)
- Deep Video Imaging™ (NZ 314618 & 314619, US 76/117,814, Japan 2002-86652)
- Grab Hold Buy™ (NZ 634932)
- MLD™ (US 76/424,565, Japan 2002-86658)

**PART C – DESIGN RIGHTS/DESIGN RIGHT APPLICATIONS**

All design right applications made in the name of Deep Video Imaging Limited are intended to be assigned to PureDepth Limited. This includes the following design rights (including their priority applications and all national phase applications based on them and/or the priority applications and design rights granted upon them):

- "Formworks Case" (NZ 400946)
- "Transparent Case" (NZ 401425, Taiwan 90300148, 82394, US 29/144,607,D480,961)