

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Koninklijke Philips Electronics N.V.		01/31/2008	CORPORATION: NETHERLANDS

RECEIVING PARTY DATA	
Name:	NXP B.V.
Street Address:	High Tech Campus 60
City:	Eindhoven
State/Country:	NETHERLANDS
Postal Code:	5656 AG
Entity Type:	CORPORATION: NETHERLANDS

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	3019030	TRIMENSION

CORRESPONDENCE DATA	
Fax Number:	(202)339-6052
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202-625-3649
Email:	valerie.purdy@kattenlaw.com
Correspondent Name:	Valerie A. Purdy, Trademark Paralegal
Address Line 1:	1025 Thomas Jefferson Street, N.W.
Address Line 2:	Suite 700 - East Lobby
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20007-5201

ATTORNEY DOCKET NUMBER:	320535.00032 TRIMENSION
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DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Valerie A. Purdy, Trademark Paralegal

Signature:

/valerie a. purdy/

Date:

03/28/2008

Total Attachments: 5

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DATE 31-01-2008

Koninklijke Philips Electronics N.V.

and

NXP B.V.

TRADE MARK ASSIGNMENT

Rouse & Co International

1st Floor

228-240 Banbury Road

Oxford

OX2 7BY

England

DATE:

PARTIES:

- (1) **Koninklijke Philips Electronics N.V.** whose principal place of business is at Groenewoudseweg 1, Eindhoven, The Netherlands ('**KPE**').
- (2) **NXP B.V.** whose principal place of business is at High Tech Campus 60, 5656 AG, Eindhoven, The Netherlands ('**NXP**').

INTRODUCTION:

- A KPE is the proprietor of the trade marks listed in the Schedule ('**Trade Marks**').
- B KPE has agreed to assign all its rights in and to the Trade Marks to NXP in accordance with the provisions of this Agreement.

AGREEMENT:

1. Assignment

In consideration of the sum of £1 paid by NXP to KPE (receipt of which KPE acknowledges), KPE assigns with full title guarantee to NXP absolutely the Trade Marks and all and any rights in and to the Trade Marks and any common law rights and all the goodwill attaching to the Trade Marks.

2. Proceedings

- 2.1 NXP will have the right to bring proceedings against any third party in respect of the Trade Marks (including, without limitation, proceedings against any third party for past infringement of the Trade Marks or for passing off or for otherwise infringing the rights of KPE in the Trade Marks).

2.2 KPE agrees and undertakes to provide NXP (at its cost and request) with all reasonable assistance with any proceedings which may be brought by or against NXP against or by any third party in relation to the Trade Marks.

3. Further Assurance

KPE will, at the cost and request of NXP at any time and from time to time, execute such deeds or documents and do such acts or things as may be reasonably necessary or desirable to give effect to this Agreement.

4. Law and Jurisdiction

This Agreement will be governed by the law in force from time to time in England and Wales and the parties consent to the non-exclusive jurisdiction of the Courts of England and Wales.

AGREED by the parties through their authorised signatories:

For and on behalf of
Koninklijke Philips Electronics N.V.



signature

print name **J.J.E.G.G. Vandekerckhove**
Authorised Representative

job title

31-01-2008

date

For and on behalf of
NXP B.V.



signature

P.L. WILLIAMSON

print name

SENIOR IP COUNSEL & AUTHORIZED SIGNATORY

job title

4-02-2008

date

SCHEDULE

TRADE MARKS

1. REGISTERED TRADE MARKS

Territory	Mark	Application No	Registration No
Australia	I2C BUS (logo)	601183	601183
Australia	I-CODE	722130	722130
Australia	LABELUTION	722129	722129
Benelux	LIFE VIBES	1025411	729704
Benelux	SWGPS	1033323	737516
Benelux	TRIMENSION	1028638	728546
Benelux	TRIMENSION (logo)	1079737	767325
Brazil	LIFE VIBES	825702747	
Brazil	MIFARE	820010677	820010677
Brazil	TRIMENSION	827589514	
Brazil	TRIMENSION (logo)	828002908	
Canada	LIFE VIBES	1181222	
Canada	SWGPS	1196653	
Canada	TRIMENSION	1264685	
Canada	TRIMENSION (logo)	1279912	
Community Trade Mark	SWGPS	3458395	3458395
Community Trade Mark	TRIMENSION	3328697	3328697
Community Trade Mark	LIFE VIBES	3223641	3223641
Hong Kong	TRIMENSION (logo)	300534924	300534924
India	LIFE VIBES	1212614	565104
India	SWGPS	1250771	1250771
India	TRIMENSION	1380906	
India	TRIMENSION (logo)	1399327	
Indonesia	MIFARE	D97 12908	415485
International Registration	LIFE VIBES		808218
International Registration	SWGPS		816252
International Registration	TRIMENSION		860284
International Registration	TRIMENSION (logo)		868612
Israel	LIFE VIBES	165482	165482
Israel	SWGPS	167908	167908
Japan	I2C BUS (logo)	115925/91	2714507
Japan	RELATIONCHIP	9-23520	4173806
Japan	TRIMENSION	2003-75788	4741339
Japan	V-PACK	8-11356	4161801
Malaysia	I2C BUS (logo)	91/07001	91007001
Malaysia	GREENCHIP	97/02370	97/02370
Malaysia	TRIMENSION (logo)	5019861	

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Mexico	LIFE VIBES	610172	807468
Mexico	TRIMENSION (logo)	755325	
New Zealand	SWGPS	704213	704213
Philippines	TRIMENSION	4-2005-006643	
Philippines	TRIMENSION (logo)	4-2005-012035	
South Africa	TRIMENSION	2005/14849	
South Africa	TRIMENSION (logo)	2006/00122	
Taiwan	LIFE VIBES	92040837	1092694
Taiwan	SWGPS	92065423	1115421
Taiwan	TRIMENSION	92053254	1106071
Taiwan	TRIMENSION (logo)	94056380	
Thailand	I2C BUS (logo)	475299	TM172728
Thailand	TRIMENSION	598920	244679
Thailand	TRIMENSION (logo)	611191	
Ukraine	LABELUTION	2116151	2116151
United Kingdom	I2C BUS (logo)	2050382	2050382
United Kingdom	I-CODE	2116150	2116150
USA	LIFE VIBES	76/532068	
USA	TRIMENSION	76/545224	3019030
Malaysia	GREENCHIP	97/02370	97/02370