

## 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
HOYA CORPORATION		06/14/2012	CORPORATION:
RECEIVING PARTY DATA			
Name:	PENTAX RICOH IMAGING COMPANY, LTD.,		
Street Address:	2-35-7, Maeno-cho, Itabashi-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3110703		
CORRESPONDENCE DATA			
Fax Number:	7037392815		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	iprecordals@cpaglobal.com		
Correspondent Name:	CPA Global		
Address Line 1:	Liberation House		
Address Line 2:	Castle Street		
Address Line 4:	St Helier, JERSEY JE1 1BL		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

NAME OF SUBMITTER:	Helen Birrell
Signature:	/H/BIRRELL/
Date:	07/09/2012
Total Attachments: 2 source=USA - Deed of Assignment#page1.tif source=USA - Deed of Assignment#page2.tif	

USA

ASSIGNMENT

WHEREAS, HOYA CORPORATION ("ASSIGNOR"),  
a Corporation [type of business entity] organized under the laws of Japan, with a place of business at  
2-7-5 Naka-Ochiai, Shinjuku-ku, Tokyo, Japan , owns the trademarks ("Marks") and the United States  
trademark registrations ("Registrations") listed on the attached Schedule ; and

WHEREAS, PENTAX RICOH IMAGING COMPANY, LTD. ("ASSIGNEE"),  
a Corporation [type of business entity] organized under the laws of Japan, with a place of business at  
2-35-7, Maeno-cho, Itabashi-ku, Tokyo, Japan, desires to acquire all rights to the Marks, the  
Registrations, and the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, in consideration of US\$ 10.00 and other good and valuable consideration,  
the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, transferred,  
and set over, and does, by this Assignment, sell, assign, transfer, and set over unto ASSIGNEE, all rights  
to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks,  
and all claims for damages and profits for past infringement with the right to sue for and collect the same  
for the use and benefit of ASSIGNEE, its successors, assigns, and legal representatives.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly  
authorized officer or representative, effective as the date written below.

Date: June 14, 2012

ASSIGNOR: HOYA CORPORATION

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Name: Tomoko NAKAGAWA  
Title: General Manager, General Affairs & Communication, Corporate Development Office

ASSIGNEE: PENTAX RICOH IMAGING COMPANY, LTD.

K. Taniguchi

Name: Kazuya Taniguchi  
Title: Manager, Legal & Intellectual Property Group, Development Department

Schedule

Country	Application Number	IP Registration/Grant Number	Classes	IP Name
U.S.A.		747849	09	COSMICAR
U.S.A.		795183	09	J U P I T E R
U.S.A.		3110703	09	MISCELLANEOUS DESIGN (Green Lens Ring)
U.S.A.		2633123	09	OPTIO
U.S.A.	85/060463	Pending	09	PAIR
U.S.A.		2984253	09	PAPILIO
U.S.A.		2285454	09	P C F
U.S.A.		3468633	09	SDM
U.S.A.		1143221	09	S M C
U.S.A.		2887621	09	S M C
U.S.A.		2815774	09	S M C PENTAX
U.S.A.		2297978	09	UCF
U.S.A.		2733188	09	XCF