

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM301779

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
TIR TECHNOLOGY LP		04/16/2014	PARTNERSHIP: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KONINKLIJKE PHILIPS N.V.		
<b>Street Address:</b>	High Tech Campus 5		
<b>City:</b>	5656 AE Eindhoven		
<b>State/Country:</b>	NETHERLANDS		
<b>Entity Type:</b>	a public limited liability company: NETHERLANDS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3334435	LEXEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9143339692		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(914) 945-6000		
<b>Email:</b>	Lillian.Drumheller@philips.com		
<b>Correspondent Name:</b>	EDWARD W. GOODMAN, ESQ.		
<b>Address Line 1:</b>	P.O. BOX 3001		
<b>Address Line 2:</b>	PHILIPS IP&S		
<b>Address Line 4:</b>	BRIARCLIFF MANOR, NEW YORK 10510-8001		
<b>ATTORNEY DOCKET NUMBER:</b>	2004T50182 US LEXEL		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	EDWARD W. GOODMAN, ESQ.		
<b>Address Line 1:</b>	P.O. BOX 3001		
<b>Address Line 2:</b>	PHILIPS IP&S		
<b>Address Line 4:</b>	BRIARCLIFF MANOR, NEW YORK 10510-8001		
<b>NAME OF SUBMITTER:</b>	Edward W. Goodman		
<b>SIGNATURE:</b>	/Edward W. Goodman/		
<b>DATE SIGNED:</b>	04/17/2014		

CH \$40.00 3334435

**Total Attachments: 1**

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## TRADEMARK ASSIGNMENT

WHEREAS, **TIR TECHNOLOGY LP**, a partnership duly organized and existing under the laws of the State of Delaware, with offices at 7700 RIVERFRONT GATE, BURNABY, BRITISH COLUMBIA V5J 5M4, CANADA ("Assignor") owns all the right, title and interest in and to the federal trademark USA Registration No. 3334435 of the mark "LEXEL" (the "Trademark Rights"); and

WHEREAS, **KONINKLIJKE PHILIPS N.V.**, a public limited liability company duly organized and existing under the laws of the Netherlands, with offices at High Tech Campus 5, 5656 AE Eindhoven, The Netherlands ("Assignee"), desires to acquire all right, title and interest in and to the Trademark Rights, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said **TIR TECHNOLOGY LP** does hereby assign unto the said **KONINKLIJKE PHILIPS N.V.** the entire right, title and interest in and to the Trademark Rights and to said trademark registrations together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

Date: April 16, 2014

**TIR TECHNOLOGY LP**

By: 

Name: A. BRENT YORK

Title: CHIEF TECHNOLOGY OFFICER (CTO)