

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CELS ENTERPRISES, INC.	05/29/2007
RECEIVING PARTY DATA	
Name:	ROBERT L. GOLDMAN
Street Address:	612 N. BEDFORD DRIVE
City:	BEVERLY HILLS
State/Country:	CALIFORNIA
Postal Code:	90210
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29286302
CORRESPONDENCE DATA	
Fax Number:	(310)824-9696
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	310-824-5555
Email:	DOCKETLA@FULPAT.COM
Correspondent Name:	DOUGLAS R. PETERSON /FULWIDER PATTON LLP
Address Line 1:	6060 CENTER DRIVE, TENTH FLOOR
Address Line 4:	LOS ANGELES, CALIFORNIA 90045
ATTORNEY DOCKET NUMBER:	CELS-76657
NAME OF SUBMITTER:	DOUGLAS R. PETERSON
Total Attachments: 2 source=ASSIGNMENT_76657-CELS2#page1.tif source=ASSIGNMENT_76657-CELS2#page2.tif	

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REEL: 019417 FRAME: 0731

ASSIGNMENT

This Assignment, is made by CELS ENTERPRISES, INC. of Los Angeles, California, Assignor, to ROBERT L. GOLDMAN, Assignee, of 612 N. Bedford Drive, Beverly Hills, California 90210.

WHEREAS, Assignor represents, warrants and confirms that it owns all right, title and interest in a new, original and ornamental design for a useful JELLY SHOE, for which an application for United States Design Patent was filed on May 1, 2007, and has Application No. 29/286,302; and

WHEREAS, Assignee desires to acquire by formal, recordable assignment the entire right, title and interest in and to said design, said application, and any Design Patent or that may be granted for said design in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, the entire right, title and interest in and to said design, said application, and any Design Patent that may be granted for said design in the United States and throughout the world, including the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representative(s) and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing or enforcing Design Patent in the United States and throughout the world for said design, and for perfecting, recording or maintaining the title of

Assignee, his successors and assigns, to said design, said application, and any Design Patent granted for said design in the United States and throughout the world.

Assignor represents and warrants that it has not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Design Patent granted for said design, whether on said application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, his successors and assigns, as the assignee of the entire interest in said design.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date written herein below.

CEL ENTERPRISES, INC.

Assignor:

Date: 05-29-07

By: 

Title: President & CEO

178459.1

Docket No. CELS-76657