

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Donald W. Amadio</td><td>05/24/2007</td></tr><tr><td>Edward Jabbour Jr.</td><td>05/30/2007</td></tr></tbody></table>	Name	Execution Date	Donald W. Amadio	05/24/2007	Edward Jabbour Jr.	05/30/2007					
Name	Execution Date										
Donald W. Amadio	05/24/2007										
Edward Jabbour Jr.	05/30/2007										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Retail Entertainment Concepts, LLC</td></tr><tr><td>Street Address:</td><td>2900 Telestar Court</td></tr><tr><td>City:</td><td>Falls Church</td></tr><tr><td>State/Country:</td><td>VIRGINIA</td></tr><tr><td>Postal Code:</td><td>22042</td></tr></table>	Name:	Retail Entertainment Concepts, LLC	Street Address:	2900 Telestar Court	City:	Falls Church	State/Country:	VIRGINIA	Postal Code:	22042	
Name:	Retail Entertainment Concepts, LLC										
Street Address:	2900 Telestar Court										
City:	Falls Church										
State/Country:	VIRGINIA										
Postal Code:	22042										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29278984</td></tr></tbody></table>	Property Type	Number	Application Number:	29278984							
Property Type	Number										
Application Number:	29278984										
CORRESPONDENCE DATA											
Fax Number: (314)345-6060 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 314-345-6000											
Email: jbirmingham@blackwellsanders.com											
Correspondent Name: Mark E. Stallion											
Address Line 1: 720 Olive Street											
Address Line 2: Suite 2400											
Address Line 4: St. Louis, MISSOURI 63101											
ATTORNEY DOCKET NUMBER:	59394.20										
NAME OF SUBMITTER:	Mark E. Stallion										
Total Attachments: 3 source=assignment#page1.tif source=assignment#page2.tif											

CH 29278984 \$40.00

500304622

PATENT
REEL: 019490 FRAME: 0784

ASSIGNMENT

WHEREAS, Donald W. Amadio, a resident of Oaklyn, New Jersey and Edward Jabbour, Jr., a resident of Hastings-on-Hudson, New York (hereinafter referred to as "Assignors"), have invented a new, original and ornamental design for a WHEEL for which an application for Letters Patent has been made in the United States as Application Serial Number 29/278,984, filed on April 17, 2007; and

WHEREAS, Assignors are the owners and in full possession of the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefore; and

WHEREAS, Retail Entertainment Concepts, LLC, a corporation duly organized under the laws of the State of Delaware, (hereinafter referred to as "Assignee"), having its principal office and place of business at 2900 Telestar Court, Falls Church, VA 22042, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor; and

NOW, THEREFORE, for and in consideration of the sum of One Dollar (U.S. \$1.00) and other valuable considerations to Assignors paid by said Assignee, receipt of which is hereby acknowledged, Assignors do hereby sell, assign and transfer unto said Assignee, the entire right, title and interest in and to said invention as set forth and described in the application for Letters Patent filed herewith, including all rights to file applications and obtain patents in other countries, and in and to any and all Letters Patent, both United States and foreign, that may be granted therefore, and Assignors do hereby authorize and request the United States Assistant Commissioner of Patents and Trademarks to issue in accordance with this Assignment any and

all Letters Patent that may be granted, either on said application or otherwise for said invention,
to Retail Entertainment Concepts, LLC as the Assignee of the entire right, title and interest in and
to the same, for sole use and benefit of Retail Entertainment Concepts, LLC, its successors or
assigns.

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated: 5-24-07

Donald W. Amadio
Donald W. Amadio

STATE OF New Jersey)
) ss.
COUNTY OF Burlington)

On this 24 day of May, 2007, before me, the undersigned, a Notary Public within
and for the County and State aforesaid, personally appeared Donald W. Amadio to me known to
be the person described in and who executed the foregoing instrument, and acknowledged that he
executed the same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County
and State aforesaid on the day and year last above written.

Elyse C. Capaldi
Notary Public

My Commission Expires: Feb 16, 2012



IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated: 5.30.07



Edward Jabbour, Jr.

STATE OF NY)
) ss.
COUNTY OF NY)

On this 30 day of May, 2007, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared Edward Jabbour, Jr. to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.


Notary Public

My Commission Expires: 01/30/2010

Jenny Rodriguez
Notary Public Of NYS
Bronx County
Lic # 01RO6140554
Exp. 01/30/2010