

## 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>06/04/2007</td></tr><tr><td>Edward Jabbour Jr.</td><td>06/06/2007</td></tr></tbody></table>                                                                                  | Name                               | Execution Date                     | Donald W. Amadio    | 06/04/2007          | Edward Jabbour Jr. | 06/06/2007   |                |          |              |       |  |
| Name                                                                                                                                                                                                                                                                                               | Execution Date                     |                                    |                     |                     |                    |              |                |          |              |       |  |
| Donald W. Amadio                                                                                                                                                                                                                                                                                   | 06/04/2007                         |                                    |                     |                     |                    |              |                |          |              |       |  |
| Edward Jabbour Jr.                                                                                                                                                                                                                                                                                 | 06/06/2007                         |                                    |                     |                     |                    |              |                |          |              |       |  |
| 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>29279032</td></tr></tbody></table>                                                                                                                                       | Property Type                      | Number                             | Application Number: | 29279032            |                    |              |                |          |              |       |  |
| Property Type                                                                                                                                                                                                                                                                                      | Number                             |                                    |                     |                     |                    |              |                |          |              |       |  |
| Application Number:                                                                                                                                                                                                                                                                                | 29279032                           |                                    |                     |                     |                    |              |                |          |              |       |  |
| CORRESPONDENCE DATA                                                                                                                                                                                                                                                                                |                                    |                                    |                     |                     |                    |              |                |          |              |       |  |
| Fax Number: (314)345-6060<br><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                                                                                                                                                                                                                                                               |                                    |                                    |                     |                     |                    |              |                |          |              |       |  |
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| ATTORNEY DOCKET NUMBER:                                                                                                                                                                                                                                                                            | 59394.23                           |                                    |                     |                     |                    |              |                |          |              |       |  |
| NAME OF SUBMITTER:                                                                                                                                                                                                                                                                                 | Mark E. Stallion                   |                                    |                     |                     |                    |              |                |          |              |       |  |
| Total Attachments: 3<br>source=assignment#page1.tif<br>source=assignment#page2.tif                                                                                                                                                                                                                 |                                    |                                    |                     |                     |                    |              |                |          |              |       |  |

CH 29279032 \$40.00

500307682

PATENT  
REEL: 019509 FRAME: 0129



## 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 TIRE TREAD for which an application for Letters Patent has been made in the United States as Application Serial Number 29/279,032, 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: 6/4/2007

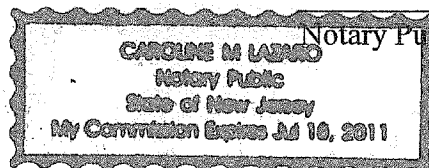
Donald W. Amadio  
Donald W. Amadio

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

On this 4<sup>th</sup> day of June, 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.

My Commission Expires:



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

Dated: 6-6-07 Edward Jabbour, Jr.  
Edward Jabbour, Jr.

STATE OF NY )  
COUNTY OF NY ) ss.

On this 10 day of June, 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.

[Signature]  
Notary Public

8/22/2009  
My Commission Expires:

EBONY THOMASON  
NOTARY PUBLIC STATE OF NY  
NO. 01TH6132027  
QUALIFIED IN KINGS COUNTY  
COMMISSION EXPIRES 8/22/2009