

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Donald W. Amadio	05/24/2007
Edward Jabbour Jr.	05/30/2007
RECEIVING PARTY DATA	
Name:	Retail Entertainment Concepts, LLC
Street Address:	2900 Telestar Court
City:	Falls Church
State/Country:	VIRGINIA
Postal Code:	22042
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29279029
CORRESPONDENCE DATA	
Fax Number:	(314)345-6060
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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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:	59394.21
NAME OF SUBMITTER:	Mark E. Stallion

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Total Attachments: 3
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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 29/279,029, filed on April 18, 2007; and

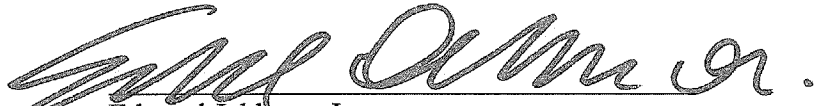
WHEREAS, Assignors are the owners and in full possession of the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefore; and

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

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

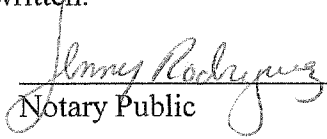
Dated: 5-30-07


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: 01/30/10

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