

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Fred M. Huston		08/29/2007
RECEIVING PARTY DATA		
Name:	50's Boy, Inc.	
Street Address:	709 East Cochran Street	
City:	Simi Valley	
State/Country:	CALIFORNIA	
Postal Code:	93065	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29282970	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Correspondent Name:	Greenberg Traurig	
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Address Line 2:	Suite 500 North	
Address Line 4:	Las Vegas, NEVADA 89169	
ATTORNEY DOCKET NUMBER:	091214.000026	
NAME OF SUBMITTER:	Rob L. Phillips	
Total Attachments: 1 source=PTOAssignment#page1.tif		

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PATENT
REEL: 019841 FRAME: 0919

ASSIGNMENT

WHEREAS, I, **Fred M. Huston**, of Simi Valley, California, have invented certain new and useful improvements disclosed in a design patent application entitled **HEEL-TOE SHIFTER** filed on **August 2, 2007** as **Application No. 29/282,970**.

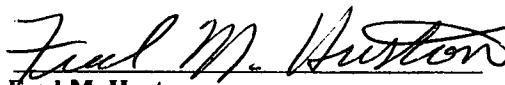
AND WHEREAS, **50's Boy, Inc.** a Nevada corporation, whose mailing address is **709 East Cochran Street, Unit C, Simi Valley, California 93065**, (hereafter, together with any successors, legal representatives or assigns thereof, called "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the said improvements and the said Patent;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, do hereby acknowledge that I have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over, unto ASSIGNEE, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said patent and all divisions, renewals and continuations thereof, and all Letters Patents of the United States which may be granted thereon and all reissues, reexaminations and extensions thereof, and all rights of priority under International Agreements, Treaties and Conventions for the protection of intellectual property in its various forms in every participating country and all applications for patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all patents (including all continuations, divisions, extensions, renewals, substitutes, and reissues thereof) which may be granted for said improvements in any country or countries foreign to the United States; and I hereby authorize and request the Commissioner of Patents and Trademarks of the United States, and any officials of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to ASSIGNEE in accordance with the terms of this instrument.

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

AND I HEREBY covenant and agree that I will communicate to ASSIGNEE any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand this 29 day of Aug 2007

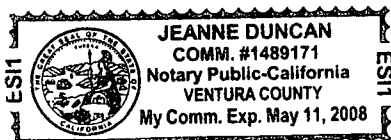

Fred M. Huston

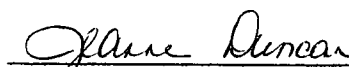
STATE OF California)
COUNTY OF Ventura)ss:

On 29 Aug 2007, before me personally appeared **Fred M. Huston** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]




Notary Signature