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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

GLENN D. ROSS
BRAD R. OLSCHANSKY
SCOTT M. OLSCHANSKY
KEVIN G. ABELBECK

Execution Date(s) 7/17/08; 7/17/08; 7/18/08; 7/17/08

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: EXERSMART, LLC

Street Address: 3954 LOCH HIGHLAND PASS

City: ROSWELL

State: GA

Country: US Zip: 30075

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

A. Patent Application No.(s)

12/176,017

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Morton J. Rosenberg, Esq.

Internal Address: Rosenberg, Klein & Lee

Street Address: 3458 Ellicott Center Drive,

Suite 101

City: Ellicott City

State: MD

Zip: 21043

Phone Number: 410-465-6678

Fax Number: 410-461-3067

Email Address: rkl@rklpatlaw.com

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

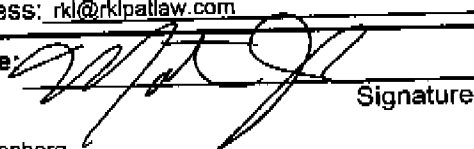
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9. Signature:


Signature

7/21/2008

Date

Morton J. Rosenberg

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 2

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ASSIGNMENT DEED

This Assignment agreement is applicable to an invention entitled (Invention Title) RESISTANCE SYSTEM FOR FITNESS EQUIPMENT

The PATENT RIGHTS referred to in this agreement are:

- (Check one) a Patent Application for this invention, executed by the ASSIGNOR(s) concurrently with this Assignment
- U.S. Patent Application Serial No. 12/176,017 filed 7/18/2008
- U.S. Patent No. _____ issued _____

The PATENT RIGHTS assigned under this agreement are:

- (Check one) U.S. Patent rights only
- worldwide Patent rights. In this case, the assignee shall have the right to claim the benefit of the filing date of any U.S. Patent Application identified above.

The ASSIGNOR(s) referred to in this agreement is (or are):

(Full name of first assignor) GLENN D. ROSS
(Address) 1390 Brookcliff Dr., Marietta, GA 30062

(Full name of second assignor, if any) BRAD R. OLSCHANSKY
(Address) 3954 Loch Highland Pass, Roswell, GA 30075

(Full name of third assignor, if any) SCOTT M. OLSCHANSKY
(Address) 3954 Loch Highland Pass, Roswell, GA 30075

(Full name of fourth assignor, if any) KEVIN G. ARELBECK
(Address) 1230 Twinberry Court, Fort Collins, CO 80525

The First ASSIGNEE referred to in this agreement is:

(Name of Assignee) EXERSMART, LLC
(Address of Assignee) 3954 Loch Highland Pass, Roswell, GA 30075

The Second ASSIGNEE referred to in this agreement is:

(Name of Assignee) _____
(Address of Assignee) _____

The First ASSIGNEE IS:

- (Check one) an individual
- a partnership
- a Corporation of Georgia (State or Country)

The Second ASSIGNEE IS:

- (Check one) an individual
- a partnership
- a Corporation of _____ (State or Country)

Additional assignees are being named on separately numbered sheets attached hereto.

The ASSIGNOR(S), in consideration of \$1.00 paid by each ASSIGNEE, and other good and valuable consideration, receipt of which is acknowledged, have and do hereby assign the following to each ASSIGNEE; their successors and assigns:

the full and exclusive right to the invention; an equal interest in and to the entire right, title and interest in and to the PATENT RIGHTS in the invention, all continuations, continuations-in-part, divisionals, re-issues, and re-examination patents and patent applications; and the right to claim priority under 35 U.S.C. 119, based on any earlier foreign applications for this invention.

As to all U.S. Patent Applications assigned under this Agreement, the ASSIGNOR(S) hereby authorize(s) AND requests the Director of Patents and Trademarks to issue all Letters Patent to the ASSIGNEE(S) as the ASSIGNEE(S) of an equal interest in the entire right, title and interest for the sole use and enjoyment of said ASSIGNEE(S), their successors and assigns

Further, the ASSIGNOR(S) agree(s) to communicate to said ASSIGNEE(S), or their representatives, any facts known to the ASSIGNOR(S) respecting said invention, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, substitute, renewal, reexamination and reissue applications, execute all necessary assignment papers to cause any and all Letters Patent to be issued to said ASSIGNEE(S), make all rightful claims and generally do everything necessary or desirable to aid said ASSIGNEE(S), their successors and assigns, to obtain and enforce proper protection for said invention.

Glenn D. Ross (Signature of sole or first assignor) GLENN D. ROSS 7/17/2008 (Date)

Brad R. Olschansky (Signature of second assignor, if any) BRAD R. OLSCHANSKY 7/17/08 (Date)

Scott M. Olschansky (Signature of third assignor, if any) SCOTT M. OLSCHANSKY 7/18/08 (Date)

Kevin G. Arelbeck (Signature of fourth assignor, if any) KEVIN G. ARELBECK 7/17/2008 (Date)

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