

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Ultimate Holdings, Inc.	01/13/2009

RECEIVING PARTY DATA

Name:	Feedback Sports, LLC
Street Address:	19348 West 56th Lane
City:	Golden
State/Country:	COLORADO
Postal Code:	80403

PROPERTY NUMBERS Total: 8

Property Type	Number
Patent Number:	D356901
Patent Number:	5996814
Patent Number:	6062396
Patent Number:	D358048
Patent Number:	D372691
Patent Number:	D556530
Application Number:	11813754
PCT Number:	US0501115

CORRESPONDENCE DATA

Fax Number: (970)224-3175

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 9702243100

Email: cheryls@idea-asset.com

Correspondent Name: Santangelo Law Offices, P.C.

Address Line 1: 125 South Howes Third Floor

Address Line 4: Fort Collins, COLORADO 80521

PATENT

500756425

REEL: 022117 FRAME: 0230

OP \$320.00 D356901

ATTORNEY DOCKET NUMBER:	FEEDBACK-GENPAT
NAME OF SUBMITTER:	Cheryl A. Swanson
<p>Total Attachments: 4</p> <p>source=Assignment-SIGNED#page1.tif</p> <p>source=Assignment-SIGNED#page2.tif</p> <p>source=Assignment-SIGNED#page3.tif</p> <p>source=Assignment-SIGNED#page4.tif</p>	

## CORPORATE TO CORPORATE ASSIGNMENT

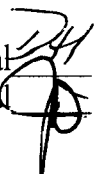

THIS ASSIGNMENT is effective as of the 25<sup>th</sup> day of April, 2008, by and between Ultimate Holdings, Inc. (the "Assignor") and Feedback Sports, LLC, a Limited Liability Company of the State of Colorado, having a place of business at 19348 West 56th Lane, Golden, CO 80403, US (the "Assignee").

WHEREAS, the Assignor desires to transfer all right, title, and interest in and to certain patent rights worldwide to the Assignee;

WHEREAS, the Assignee desires to acquire all right, title, and interest in and to certain patent rights worldwide from the Assignor;

NOW, THEREFORE, for good and valuable consideration, the parties hereby agree as follows:

1. The Assignor warrants that:
  - a. it has the authority to assign all right, title and interest in and to the inventions identified in Exhibit A attached hereto and incorporated herein by reference (hereinafter, the "Inventions"),
  - b. it has conveyed no undisclosed right, title, or interest in or to any of the Inventions to any party other than the Assignee, and
  - c. at the time of signing of this Assignment, it neither knows nor has reason to know of any outstanding right, title, or interest in any of the Inventions inconsistent with a full assignment of rights to the Assignee, other than any right, title, or interest which may exist as a result of any obligation(s) previously disclosed.
2. The Assignor, for good and valuable consideration, hereby sells, grants, transfers, and assigns to the Assignee the entire right, title, and interest in and to the Inventions, including, but not limited to:
  - a. all such worldwide rights to make, use, and sell the Inventions and to file for United States or foreign patents based upon the Inventions,
  - b. all current U.S. and foreign patent registrations for the Inventions, acknowledging that certain patents for the Inventions may have expired as a matter of law,
  - c. the entire right, title and interest in and to any divisionals, substitutions, continuations and continuations-in-part thereof, all patents which may be granted thereon, and all reissues and extensions thereof, and
  - d. all related rights in any country such as utility-model registrations, inventor's certificates and the like, and all right, title, and interest under any foreign government.
3. The Assignor covenants and agrees that it will testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, substitute, foreign, and reissue applications, make all rightful oaths, and generally do everything possible to aid Assignee to obtain and enforce full protection and title in and to said Inventions in all countries with reasonable consideration and at the expense of the Assignee.

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Initial 

4. This assignment shall be binding on all parties, their heirs, executors, administrators, successors, and/or assigns, and may be recorded in the United States Patent and Trademark Office or other appropriate repository. In the event any provision of this Agreement is found to be unenforceable or to be unreasonable in scope, such provision shall be modified to the extent necessary to make it enforceable, and as so modified, this Agreement shall remain in full force and effect.

EXECUTED by the parties as set forth below:

ASSIGNOR NAME:

Ultimate Holdings, Inc.

By: James A. Dismore

Print Name: DISMORE

Title: CHM/CEO

Date: 1/13/09

ASSIGNEE NAME:

Feedback Sports, LLC

By: D. Hudson

Print Name: Douglas Hudson

Title: President

Date: 01/13/2009

UNITED STATES OF AMERICA )

STATE OF COLORADO )ss.

COUNTY OF LARIMER )

UNITED STATES OF AMERICA )

STATE OF COLORADO )ss.

COUNTY OF Larimer )

SUBSCRIBED AND AFFIRMED OR  
SWORN TO OR ACKNOWLEDGED  
before me in the County of Larimer, State of  
Colorado, by James A. Dismore as  
CHM/CEO

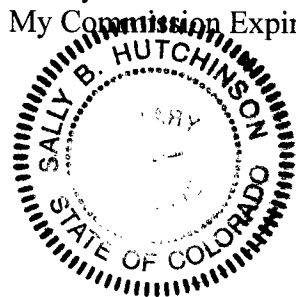
of Assignor, Ultimate Holdings, Inc., this  
13 day of January, 2009.

WITNESS my hand and official seal.

Sally B. Hutchinson

Notary Public

My Commission Expires: 7/18/2009



SUBSCRIBED AND AFFIRMED OR  
SWORN TO OR ACKNOWLEDGED  
before me in the County of Larimer,  
State of Colorado, by Douglas Hudson,  
as President  
of Assignee, Feedback Sports, LLC, this  
13 day of January, 2009.

WITNESS my hand and official seal.

Sally B. Hutchinson



Notary Public

My Commission Expires: 7/18/2009



Initial DH  
Initial CH

## EXHIBIT A

Initial   
Initial 

**Bike**

Patent/Application		Description	Type	Issue Date	Country
DES 356,901	BRS-80	Workstand for Bicycles	Design	4/4/1995	US
DES 358,048	VeloCache	Stand	Design	5/9/1995	US
DES 372,691	Rakk	Bicycle Stand	Design	8/13/1996	US
DES 556,530	Pro-Elite	Clamp for Bicycles	Design	12/4/2007	US
5,996,814	Econo (BRS-50)	Bicycle workstand	Utility	12/7/1999	US
6,062,396	Rakk	Integrated Vehicle Display System	Utility	5/16/2000	US
2593828	BRS100-CA	Secure, Quick Attachment and release Bicycle Support Systems	Utility		CA
200580048030	BRS100-CN	Secure, Quick Attachment and release Bicycle Support Systems	Utility		CN
5711427	BRS100-EP	Secure, Quick Attachment and release Bicycle Support Systems	Utility		EP
2007-551234	BRS100-JP	Secure, Quick Attachment and release Bicycle Support Systems	Utility		JP
11813754	BRS100-US	Secure, Quick Attachment and release Bicycle Support Systems	Utility		US
PCT/US2005/001115	BRS100	Secure, Quick Attachment and release Bicycle Support Systems	Utility	1/12/2005	

**PATENT**