

PATENT ASSIGNMENT

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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>JARNO GUIDI</td><td>11/28/2008</td></tr><tr><td>MARIO FEDRIGA</td><td>11/28/2008</td></tr><tr><td>TIMOTHY SEAN O'CONNELL JR.</td><td>11/28/2008</td></tr></tbody></table>	Name	Execution Date	JARNO GUIDI	11/28/2008	MARIO FEDRIGA	11/28/2008	TIMOTHY SEAN O'CONNELL JR.	11/28/2008	
Name	Execution Date								
JARNO GUIDI	11/28/2008								
MARIO FEDRIGA	11/28/2008								
TIMOTHY SEAN O'CONNELL JR.	11/28/2008								
RECEIVING PARTY DATA									
Name:	TECHNOGYM S.P.A.								
Street Address:	Via G. Peticari, 20								
City:	47035 Gambettola (Forli' Cesena)								
State/Country:	ITALY								
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>12253746</td></tr></tbody></table>	Property Type	Number	Application Number:	12253746					
Property Type	Number								
Application Number:	12253746								
CORRESPONDENCE DATA									
Fax Number:	(216)579-6073								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	216-579-1700								
Email:	ckintly@pearne.com								
Correspondent Name:	John P. Murtaugh, PEARNE & GORDON LLP								
Address Line 1:	1801 East 9th Street								
Address Line 2:	Suite 1200								
Address Line 4:	Cleveland, OHIO 44114-3108								
ATTORNEY DOCKET NUMBER:	BUG3-44421								
NAME OF SUBMITTER:	John P. Murtaugh								
Total Attachments: 2 source=44421-Assignment#page1.tif source=44421-Assignment#page2.tif									

CH \$40.00 12253746

PATENT

500773431

REEL: 022212 FRAME: 0579

ASSIGNMENT
(Sole or Joint)

WHEREAS, new and useful improvements and inventions have been made by the undersigned in
DEVICE FOR ANALYZING AND MONITORING EXERCISE DONE BY A USER.

and are the subject of a patent application prepared for filing in the United States Patent and Trademark Office, and the Declaration for which was executed by the undersigned on the dates indicated below in the appropriate spaces to the right of the signatures of the undersigned, which application is further identified as Pearne & Gordon LLP Docket No. BUG3-44421.

WHEREAS, TECHNOGYM S.p.A. (Name of Assignee), a JOINT STOCK COMPANY of ITALY (Country), having an address at Via G. Perticari, 20 - 47035 GAMBETTOLA (FORLI' CESENA) - ITALY, hereinafter referred to as "assignee", is desirous of acquiring all right, title, and interest throughout the world in, to, and under said improvements and inventions and patent rights therefor.

NOW, THEREFORE, be it known that, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, all right, title, and interest, in the United States and throughout the world, in, to and under said improvements and inventions and all patents, patent applications, patent rights, and inventor's certificates thereof, therefor, and therein, including without limitation said application for patent in the United States, all divisions and continuations thereof, all patents which may be granted thereon, all reissues and extensions thereof, all right to sue for past infringement thereunder, all patents which may be granted for said improvements and inventions by states or nations other than the United States, or by other authority, entity, or organization, and all applications therefor, have been and are hereby sold, assigned, transferred, and delivered unto assignee, its successors and assigns; and it is covenanted and agreed by the undersigned, and for executors, administrators, and legal representatives of the undersigned, that at assignee's request any and all applications, affidavits, assignments, and other instruments will be made, executed, and delivered as may be necessary, or desirable to secure for or vest in assignee, its successors or assigns, any improvement, inventions, right, title, interest, application, patent, patent right or other right or property covered by this assignment, and the United States Commissioner of Patents and Trademarks is hereby requested and authorized to issue any and all United States patents granted on any of said applications to assignee as owner of the entire right, title, and interest in, to, and under the same, and appropriately empowered officials of foreign countries and other entities are hereby authorized to issue any letters patent granted on any of said applications to assignee as owner of the entire right, title and interest in, to, and under the same.

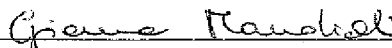
The undersigned hereby grants the firm of Pearne & Gordon LLP the power to insert on this assignment any further information which may be necessary or useful in order to comply with the rules and practices of the United States Patent and Trademark Office for recordation of this document.


IN WITNESS WHEREOF, this assignment has been executed below by the undersigned:


Signature
Print Name: Jarno GUIDI

November 28, 2008 November 28, 2008
Date I Signed Today's Date
Declaration

Print Address: Via Mattarella, 60 - 47023 CESENA (FORLI' CESENA) - ITALY

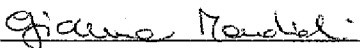

1st Witness Signature
Print 1st Witness Name: Gianna MANDRIOLI

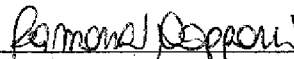

2nd Witness Signature
Print 2nd Witness Name: Ramona CAPPONI


Signature
Print Name: Mario FEDRIGA

November 28, 2008 November 28, 2008
Date I Signed Today's Date
Declaration

Print Address: Via Bartolo Rossi, 4 - 47100 FORLI' (FORLI' CESENA) - ITALY

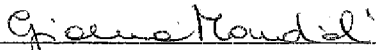

1st Witness Signature
Print 1st Witness Name: Gianna MANDRIOLI

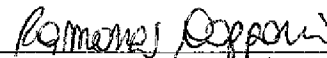

2nd Witness Signature
Print 2nd Witness Name: Ramona CAPPONI


Signature
Print Name: Timothy Sean Jr. O'CONNELL

November 28, 2008 November 28, 2008
Date I Signed Today's Date
Declaration

Print Address: Via Foscolo, 7 - 47035 GAMBETTOLA (FORLI' CESENA) - ITALY


1st Witness Signature
Print 1st Witness Name: Gianna MANDRIOLI


2nd Witness Signature
Print 2nd Witness Name: Ramona CAPPONI

Signature
Print Name: _____

Date I Signed Today's Date
Declaration

Print Address: _____

1st Witness Signature
Print 1st Witness Name: _____

2nd Witness Signature
Print 2nd Witness Name: _____