

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Kevin Whitley	03/16/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ICABLEHOLDER.COM PTY LIMITED
<b>Street Address:</b>	4 Chaplin Drive
<b>Internal Address:</b>	Unit 26B
<b>City:</b>	Lane Cove, New South Wales
<b>State/Country:</b>	AUSTRALIA
<b>Postal Code:</b>	2066
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29280806
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(202)659-0105
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	2022044662
<b>Email:</b>	ken.fagin@novakdruce.com
<b>Correspondent Name:</b>	Kenneth M. Fagin
<b>Address Line 1:</b>	1300 Eye Street, N.W.
<b>Address Line 2:</b>	1000 West
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20005
<b>ATTORNEY DOCKET NUMBER:</b>	8235.002.000000
<b>NAME OF SUBMITTER:</b>	Kenneth M. Fagin, Esq.
<b>Total Attachments: 2</b> source=Whitley_Assignment#page1.tif source=Whitley_Assignment#page2.tif	

OP \$40.00 29280806

## ASSIGNMENT

WHEREAS, I the undersigned, Kevin Whitley, a citizen of Australia, residing at 9 Carina Road, Oyster Bay, New South Wales 2225, Australia, have invented a new and useful CABLE HOLDER, Attorney Docket No. 8235.002.000000, for which patent application is attached hereto or was filed on 7 June 2007 and assigned Serial No. 29/280,806;

WHEREAS, I verily believe ourselves to be the original, first and sole inventors of the invention set forth in said patent application and represent that I have not conveyed or hypothecated any right or interest therein;

WHEREAS, a "formal application" as referred to herein shall mean any provisional, non-provisional (design or utility), continuation, continuation-in-part, divisional, reissue, reexamination, foreign, PCT, or other patent application or like document; and

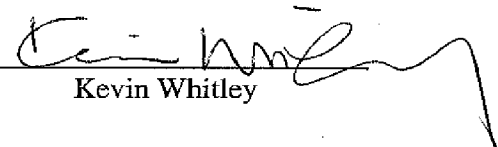
WHEREAS, ICABLEHOLDER.COM PTY LIMITED, a corporation of Australia, sometimes hereinafter referred to as "assignee," having a principal place of business at Unit 26B, 4 Chaplin Drive, Lane Cove, New South Wales, 2066, Australia, is desirous of acquiring the entire and exclusive right, title and interest in and to said invention and formal application.

NOW, THEREFORE, in consideration of obligations voluntarily assumed by me and other good and valuable consideration, and for the further consideration of the sum of One Dollar (\$1.00) paid to me, receipt of which is hereby acknowledged, I do hereby sell, assign, transfer and set over unto said assignee, its successors and assigns, the full and exclusive right, title and interest to the invention, and the technology as described in the patent application and to all formal applications which may be filed, based in whole or in part on one or more of the aforesaid applications in the United States and throughout the world, including all divisions, continuations, reissues and extensions thereof, and all international priority rights under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other agreements to which the United States may adhere; and I hereby authorize and request the Commissioner of Patents and Trademarks of the United States and duly constituted authorities of foreign countries to issue all Letters Patent relating to the foregoing assigned rights to said assignee, its successors and assigns; and

HEREBY AGREE to transfer, upon request of assignee, its successors, assigns and legal representatives, and without further remuneration, a like interest in and to any improvements and formal applications based thereon, growing out of or relating to the invention; and

AGREEING FURTHER that I will at all times keep said assignee advised of my whereabouts; and I will promptly, upon request of said assignee, and without further compensation, but at no out-of-pocket expense to myself, do all lawful acts, including the execution of all necessary documents and the giving of testimony that, in the opinion of the assignee, its successors and assigns, may be necessary or desirable for obtaining, sustaining, or reissuing United States and foreign letters patent relating to the foregoing assigned rights, and for perfecting, affirming, recording, and maintaining the title of said assignee, its successors and assigns thereto; and that I will generally cooperate to the fullest extent in all matters pertaining to said invention and formal applications and resulting patents and said assignee's title thereto.

Date: 16.3.2009

By:   
Kevin Whitley