PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Rebecca Cheslock	05/27/2009

RECEIVING PARTY DATA

Name:	Totle, Inc.
Street Address:	5600 International Parkway
City:	New Hope
State/Country:	MINNESOTA
Postal Code:	55428

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29335579

CORRESPONDENCE DATA

Fax Number: (612)340-8856

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

Phone: 612-340-2600

Email: IPDocket@Dorsey.com

Correspondent Name: DORSEY & WHITNEY LLP INTELLECTUAL PROPER

Address Line 1: SUITE 1500

Address Line 2: 50 SOUTH SIXTH STREET

Address Line 4: MINNEAPOLIS, MINNESOTA 55402-1498

ATTORNEY DOCKET NUMBER: 189698/US/4

NAME OF SUBMITTER: Brett A. Campbell

Total Attachments: 1

source=189698US4_Assignment#page1.tif

PATENT REEL: 022893 FRAME: 0890 CH \$40.00

500899178

ASSIGNMENT

Attorney Docket No.: 189698/US/4

Page 1 of 1

First Named Inventor: Rebecca Cheslock

Title: Interchangeable Fashion Shoes

WHEREAS, I, Rebecca Cheslock, residing at 2250 Plymouth Road, #314, Minnetonka, Minnesota 55305, have invented certain new and useful improvements as described in an application entitled Interchangeable Fashion Shoes for Letters Patent of the United States, the application being identified by the Attorney Docket Number set forth above and/or being identified in the United States Patent and Trademark Office by Application No. 29/335,579, filed April 17, 2009; and

WHEREAS, Totle, Inc., a corporation organized and existing under the laws of the State of Minnesota, and having offices at 5600 International Parkway, New Hope, MN 55428 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the invention, the application, and any and all Letters Patent or similar legal protection, foreign or domestic, to be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, I transfer to Assignee, its successors and assigns, my entire right, title, and interest in and to the invention, the above-identified patent application, corresponding domestic applications (including divisionals, continuations, and continuations-in-part), corresponding foreign applications, all Letters Patent or similar legal protection issuing thereon, and all rights and benefits under any applicable treaty or convention; and I authorize the Commissioner of Patents and Trademarks of the United States or foreign equivalent thereof to issue the Letters Patent or similar legal protection to the Assignee.

I authorize the Assignee, its successors and assigns, to insert this instrument the filing date and application number of the application when ascertained. I authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

I represent to the Assignee, its successors and assigns, that I have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. I, my executors or administrators, will at any time upon request, without additional consideration, but at the expense of the Assignee, its successors and assigns, execute such additional writings and do such additional acts as the Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing the Letters Patent or similar legal protection on the invention in any and all countries.

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF MINNESOTA_

COUNTY OF Hennepin

Subscribed and sworn to before me, a Notary Public, this 27 day of _______, 2009.

Notary Public

RECORDED: 06/30/2009

(SEAL)

KARI RAE REINKE **Notary Public** Minnesota My Commission Expires Jan. 31, 2012

> **PATENT** REEL: 022893 FRAME: 0891