

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jason Goldberg	10/07/2009
RECEIVING PARTY DATA	
Name:	Ideal Life, Inc.
Street Address:	55 Eglinton Avenue
City:	Toronto
State/Country:	CANADA
Postal Code:	ON M4P 1G8
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12509119
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NAME OF SUBMITTER:	Frank J. DeRosa
Total Attachments: 2 source=00699396#page1.tif source=00699396#page2.tif	

OP \$40.00 12509119

ASSIGNMENT

WHEREAS, I, Jason GOLDBERG, a citizen of Canada, residing in Toronto, Canada (hereinafter, together with my respective heirs, executors, administrators and legal representatives referred to as "Assignor"), have invented one or more inventions (hereinafter referred to as "said Invention(s)") disclosed in United States Patent Application Serial No. 12/509,119 entitled "FACILITATING HEALTH MANAGEMENT OF SUBJECTS," filed July 24, 2009 in the United States Patent and Trademark Office (hereinafter referred to as "said Application");

WHEREAS, Ideal Life, Inc. (hereinafter, together with its successors and assigns, referred to as "Assignee"), a corporation organized and existing under the laws of Canada, having an address of 55 Eglinton Avenue, Toronto, ON M4P 1G8, Canada, is desirous of obtaining all right, title and interest in, to and under said invention(s) and said Application.

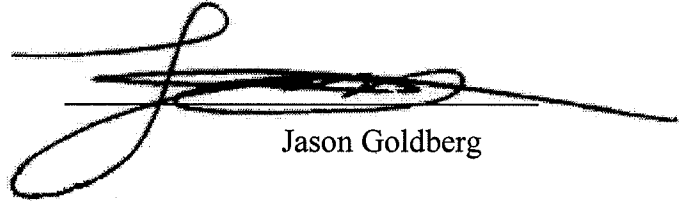
NOW, THEREFORE, for the sum of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor has sold, assigned, transferred and set over, and by these presents hereby sells, assigns, transfers and sets over to Assignee all of Assignor's rights, title and interest in, to and under said Invention(s) and said Application, including (a) the right to apply for patents in the United States of America and in all foreign countries for said Invention(s), (b) all applications for patents for said Invention(s) or based on said Application in all countries, now filed or to be filed, including all non-provisional, divisional, renewal, substitute, continuation, continuation-in-part and convention applications based in whole or in part upon said Invention(s) or upon said Application, (c) all patents which may issue on said Invention(s) and on any applications transferred by this Assignment in the United States and foreign countries, and any and all reissues, extensions, divisions, renewals, substitutes, continuations or continuations-in-part of patents granted for said Invention(s) or upon such applications, for the full term or terms for which the patents may be issued, and (d) every priority right that is or may be predicated upon or arise from said Invention(s), said Application and such patents under any applicable international or bilateral treaty, agreement or convention. Assignor hereby authorizes Assignee to file patent applications in all countries for any or all of said Invention(s) in Assignor's name, or in Assignee's name, or otherwise as Assignee may deem advisable, under any international or bilateral treaty, agreement or convention, or otherwise.

Assignor hereby covenants and agrees that Assignor will, upon reasonable request of Assignee, subject to Assignor's prior commitments, and without further consideration but at the expense of the Assignee, communicate any facts known to Assignor relating to said Invention(s) and the history thereof, testify in any legal proceeding, execute all lawful papers required to effect the foregoing, and generally do all further acts which may be deemed necessary by Assignee to obtain and enforce proper patent protection for said Invention(s) in all countries.

If any part of this Assignment shall be held by a court of competent jurisdiction to be void, invalid or inoperative, the remaining provisions of this Assignment shall not be affected and shall continue in effect, and the invalid provision shall be deemed modified to the least degree necessary to remedy such invalidity.

IN TESTIMONY WHEREOF, Assignor has executed this document on the date(s) indicated below.

Date: Oct 7th 2009



Jason Goldberg