

# PATENT ASSIGNMENT

Electronic Version v1.1

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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>
Mr. Nick L. Payzant	01/27/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Mr. Christopher Blake Hayes
<b>Street Address:</b>	25211 Stockport Street
<b>Internal Address:</b>	Suite 226
<b>City:</b>	Laguna Hills
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92653
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12696894
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(866)258-5653
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<b>ATTORNEY DOCKET NUMBER:</b>	CRUMA.10983
<b>NAME OF SUBMITTER:</b>	Justin G. Sanders
<b>Total Attachments: 2</b> source=assignment#page1.tif source=assignment#page2.tif	

OP \$40.00 12696894

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**PATENT**  
**REEL: 023873 FRAME: 0718**

For: U.S. Rights and Foreign Rights  
For: U.S. Application  
By: Inventor

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ASSIGNMENT OF INVENTION

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In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR: Nick L. Payzant  
14 Goodyear, Suite 140  
Irvine, CA 92618  
Citizenship: USA

hereby sells, assigns and transfers to

ASSIGNEE: Christopher B. Hayes  
25211 Stockport Street  
Laguna Hills, CA 92653  
Citizenship: USA

and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title and interest for the United States and its territorial possessions and in all foreign countries, including all rights to claim priority, in and to any and all improvements which are disclosed in the invention entitled:

PORTABLE ABDOMINAL EXERCISE MAT

and which is found in both U.S. provisional patent application Serial No. 61/148,511, filed on January 30, 2009, and a U.S. non-provisional patent application executed on the same date herewith (37 C.F.R. 3.21) and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent on any reissue or reexamination thereof.

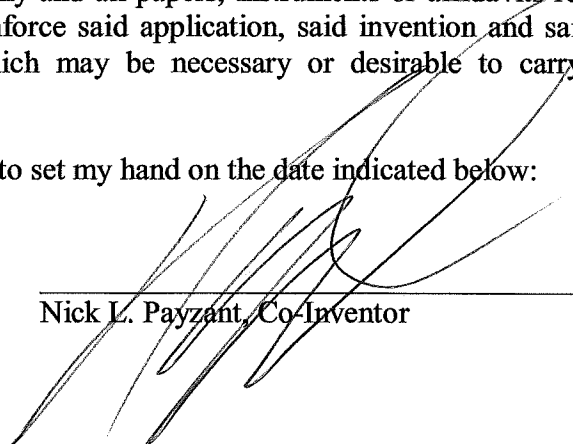
ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to

ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I have hereunto set my hand on the date indicated below:

Date: 1/27/2010

  
\_\_\_\_\_  
Nick L. Payzant, Co-Inventor