

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Brady M. Schroeder</td> <td>02/04/2010</td> </tr> <tr> <td>Niko Austin Henderson</td> <td>02/04/2010</td> </tr> </tbody> </table>		Name	Execution Date	Brady M. Schroeder	02/04/2010	Niko Austin Henderson	02/04/2010				
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Bell Sports, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>5550 Scotts Valley Drive</td> </tr> <tr> <td>City:</td> <td>Scotts Valley</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95066</td> </tr> </table>		Name:	Bell Sports, Inc.	Street Address:	5550 Scotts Valley Drive	City:	Scotts Valley	State/Country:	CALIFORNIA	Postal Code:	95066
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CORRESPONDENCE DATA											
<p>Fax Number: (512)322-8383</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 5123222500</p> <p>Email: apatent@bakerbotts.com</p> <p>Correspondent Name: Baker Botts LLP</p> <p>Address Line 1: 98 San Jacinto Blvd.</p> <p>Address Line 2: Suite 1500</p> <p>Address Line 4: Austin, TEXAS 78701</p>											
ATTORNEY DOCKET NUMBER:	075461.0484										
NAME OF SUBMITTER:	Crystle Garbade										
<p>Total Attachments: 3</p> <p>source=075461-0484-Assignment#page1.tif</p> <p>source=075461-0484-Assignment#page2.tif</p>											

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PATENT
REEL: 023906 FRAME: 0603

ASSIGNMENT

WHEREAS, we, the undersigned inventors, of residence as listed, have invented certain new and useful improvements as below entitled, for which application for United States Letters Patent is made, said application having been executed on the date set forth below; and

WHEREAS, Bell Sports, Inc., (hereinafter referred to as "Assignee"), is a corporation of the state of California, with an address of 5550 Scotts Valley Drive, Scotts Valley, CA 95066, desires to acquire my entire right, title and interest in and to the invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in consideration of One United States Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we assign to Assignee all right, title and interest in and to said invention and in and to said application and all patents which may be granted therefor, and all divisions, reissues, continuations, continuations-in-part and extensions thereof; and we authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as my interest is concerned, to Assignee.

We also assign to Assignee, all right, title and interest in and to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world, including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and we further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

We will communicate to Assignee any facts known to me respecting any improvements; and, at the expense of Assignee, we will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

ATTORNEY DOCKET NO.:
075461.0484

ASSIGNMENT

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Title of Invention:

**MAGNETIC RESISTANCE TRAINER
POWER MEASUREMENT**

Full name of joint inventor:

Brady Schroeder

Signature of Inventor:

Brady M. Schroeder

Residence (City, County, State)

McDon, USA, GA

Date Assignment executed:

2-4-10

ATTORNEY DOCKET NO.:
075461.0484

ASSIGNMENT

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Title of Invention:

MAGNETIC RESISTANCE TRAINER
POWER MEASUREMENT

Full name of joint inventor:

Niko Henderson

Signature of Inventor:

Niko Austin Henderson

Residence (City, County, State)

Scotts Valley, Santa Cruz, CA

Date Assignment executed:

2/2/2010