


Client Code: SHCKL.001NP

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): (List using letters or numbers for multiple parties) 1) Jennifer M. Simpson 2) Deborah A. Simpson 3) Philip J. Simpson 4) Walter Gillespie Additional name(s) of conveying party(ies) attached? () Yes (X) No	2. Name and address of receiving party(ies): Name: Shackles, LLC Internal Address: Street Address: 3185 Pioneer Place City: Escondido State: CA ZIP: 92025 Additional name(s) of receiving party(ies) attached? () Yes (X) No
3. Nature of conveyance: (X) Assignment () Security Agreement () Merger () Change of Name () Other: Execution Date: (List as in section 1 if multiple signatures) 1) 2-22-2010 2) 2-22-2010 3) 2-22-2010 4) 2-22-10	4. US or PCT Application number(s) or US Patent number(s): (X) Patent Application No.: 12/596,982 Filing Date: October 21, 2009 Additional numbers attached? () Yes (X) No
5. Party to whom correspondence concerning document should be mailed: Customer No. 20,995 Address: Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14 th Floor Irvine, CA 92614 Return Fax: (949) 760-9502 Attorney's Docket No.: SHCKL.001NP	6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 1.21(h)): \$40 (X) Authorized to be charged to deposit account	8. Deposit account number: 11-1410 Please charge this account for any additional fees which may be required, or credit any overpayment to this account.
9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document. <div style="display: flex; justify-content: space-between;"> <div> <u>Gerard von Hoffmann</u> Name of Person Signing 33,043 Registration No. </div> <div style="text-align: center;">  Signature </div> <div style="text-align: right;"> <u>2/25/10</u> Date </div> </div> Total number of pages including cover sheet, attachments and document: 6	

Documents transmitted via Facsimile to be recorded with required cover sheet information to:

Mail Stop Assignment Recordation Services
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 P.O. Box 1450
 Alexandria, VA 22313-1450
Facsimile Number: (571) 273-0140

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ASSIGNMENT

WHEREAS, We, JENNIFER M. SIMPSON, a United States citizen, residing at 3185 Pioneer Place, Escondido, CA 92025, DEBORAH A. SIMPSON, a United States citizen, residing at 3185 Pioneer Place, Escondido, CA 92025, PHILIP J. SIMPSON, a United States citizen, residing at 3185 Pioneer Place, Escondido, CA 92025, WALTER GILLESPIE, residing at 1327 Pacific Beach, #11, San Diego, CA 92109, have invented certain new and useful improvements in a ORNAMENTAL ATTACHMENT FOR FLESH PIERCING JEWELRY for which we have filed an application for Letters Patent in the United States, Application No. 12/596,982, Filed on October 21, 2009;

AND WHEREAS, SHACKLES, LLC (hereinafter "ASSIGNEE"), with its principal place of business at 3185 Pioneer Place, Escondido, CA 92025, desires to acquire the entire right, title, and interest in and to said improvements and said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, said inventor, do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under said improvements, and said application including all provisional applications relating thereto (including but not limited to U.S. Provisional Application No(s). 60/914607, filed April 27, 2007 (respectively if plural applications)), and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND WE HEREBY covenant and agree that we will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of February, 2010.


JENNIFER M. SIMPSON

STATE OF CALIFORNIA }
COUNTY OF SAN DIEGO } ss.

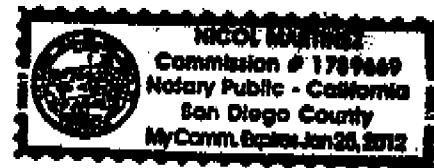
On Feb 22 2010, before me, Nicol Martinez, notary public, personally appeared JENNIFER M. SIMPSON who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]


Notary Signature



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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of February, 2010.

Deborah A. Simpson
DEBORAH A. SIMPSON

STATE OF CALIFORNIA }
COUNTY OF SAN DIEGO } ss.

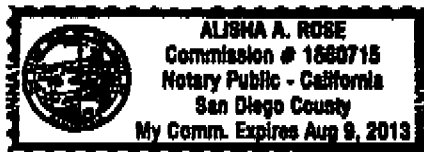
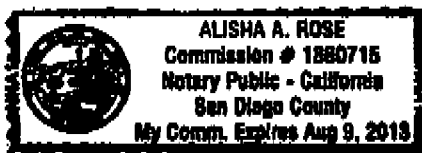
On February 22, 2010 before me, Alisha A. Rose, notary public, personally appeared DEBORAH A. SIMPSON who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

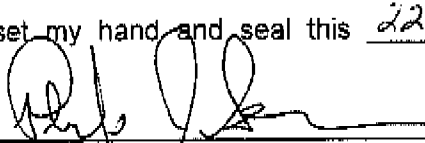
Alisha A. Rose
Notary Signature



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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of
FEBRUARY, 2010.



PHILIP J SIMPSON

STATE OF CALIFORNIA }
COUNTY OF SAN DIEGO }

ss.

On 2.22.10, before me, PAMELA M. PLUMMER, notary public,
personally appeared PHILIP J SIMPSON who proved to me on the basis of satisfactory
evidence to be the person whose name is subscribed to the within instrument, and
acknowledged to me that he executed the same in his authorized capacity, and that by his
signature on the instrument the person, or the entity upon behalf of which the person acted,
executed the instrument.

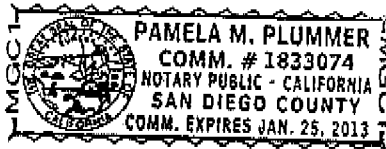
I certify under PENALTY OF PERJURY under the laws of the State of California that the
foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]



Notary Signature



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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of FEBRUARY, 2010.


WALTER GILLESPIE

STATE OF CALIFORNIA }

COUNTY OF SAN DIEGO }

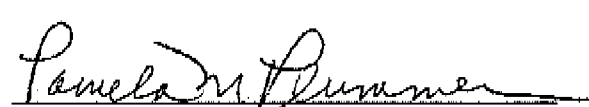
ss.

On 2-22-10, before me, PAMELA M. PLUMMER, notary public, personally appeared WALTER GILLESPIE who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]


Notary Signature



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