

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Carl K. Towley III	07/28/2010
Gregory S. Olson	07/28/2010
RECEIVING PARTY DATA	
Name:	PowerBlock Holdings, Inc.
Street Address:	1071 32nd Ave. NW
City:	Owatonna
State/Country:	MINNESOTA
Postal Code:	55060
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12819728
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6123385915
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Correspondent Name:	James W. Miller
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Address Line 2:	Suite 1960 Rand Tower
Address Line 4:	Minneapolis, MINNESOTA 55402
ATTORNEY DOCKET NUMBER:	103.1.15/USA
NAME OF SUBMITTER:	James W. Miller
<p>Total Attachments: 3</p> <p>source=103-1-15Assignment#page1.tif</p> <p>source=103-1-15Assignment#page2.tif</p>	

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PATENT
REEL: 024909 FRAME: 0743

ASSIGNMENT

WHEREAS, We, Carl K. Towley, III and Gregory S. Olson, residing or having a mailing address at 911 S. Darling Drive, Alexandria, MN 56308 and 1059 Clover Lane, Owatonna, MN 55060, respectively, have made certain new and useful inventions and improvements for which we executed an application for Letters Patent of the United States which is entitled SELECTORIZED DUMBBELL WITH SELECTOR COMPRISING WEIGHT CONNECTING PINS CARRIED IN EACH END OF HANDLE, the specification of which was filed June 21, 2010 as Serial Number 12/819,728;

AND, WHEREAS, PowerBlock Holdings, Inc., a corporation organized and existing under and by virtue of the laws of the State of Minnesota, and having an office and place of business at 1071 32nd Ave. NW, Owatonna, MN 55060 is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and applications and in and to the Letters Patent to be obtained therefor;

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I have sold, assigned and transferred, and by these presents do sell, assign and transfer unto said PowerBlock Holdings, Inc., its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to said application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and


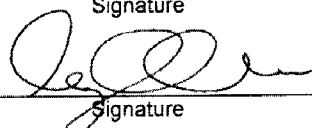
I do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to said PowerBlock Holdings, Inc. as the assignee of the entire right, title and interest in and to the same, for the use of said PowerBlock Holdings, Inc., its successors or assigns.

AND, for the consideration aforesaid, I do hereby agree that I, or my executors or legal representatives, will make, execute and deliver any and all other instruments in writing relating to said inventions and improvements including any and all further application papers, affidavits, assignments and other documents, and will communicate to said PowerBlock Holdings, Inc., its representatives, successors or assigns, any and all facts known to me relating to said inventions and improvements and the history thereof, and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said PowerBlock Holdings, Inc., its successors or assigns the entire right, title and interest in and to the improvements,

inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, FURTHERMORE, I covenant and agree with said PowerBlock Holdings, Inc., its successors or assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me, and that the full right to convey the same as herein expressed is possessed by me.

IN TESTIMONY WHEREOF, I have hereunto set my hand, as of the date written below adjacent my signature.

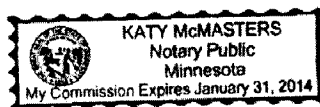
Full Name of First Inventor	Signature	Date
Carl K. Towley, III		7/28/2010
Full Name of Second Joint Inventor, If Any	Signature	Date
Gregory S. Olson		7-28-10
Full Name of Third Joint Inventor, If Any	Signature	Date
Full Name of Fourth Joint Inventor, If Any	Signature	Date
Full Name of Fifth Joint Inventor, If Any	Signature	Date

STATE OF Minnesota)
COUNTY OF Secker)

On this 28th day of July, 2010, before me personally appeared Carl K. Towley, III, to me known and known to me to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

Notary Public

Katy McMASTERS



STATE OF *Minnesota*)
COUNTY OF *Steele*)

On this *28th* day of *July*, 20*10*, before me personally appeared Gregory S. Olson, to me known and known to me to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

Notary Public

Katy McMASTERS

