

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Randy McCormack	09/17/2010
RECEIVING PARTY DATA	
Name:	Selective Enterprises, Inc.
Street Address:	10701 Texland Blvd.
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28273
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	12885057
Application Number:	61243412
CORRESPONDENCE DATA	
Fax Number:	(704)945-6735
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	704-945-6700
Email:	jmoore@summalaw.com
Correspondent Name:	John C. Nipp
Address Line 1:	11610 North Community House Road
Address Line 2:	Suite 200
Address Line 4:	Charlotte, NORTH CAROLINA 28277-2199
ATTORNEY DOCKET NUMBER:	1620.003US
NAME OF SUBMITTER:	John C. Nipp

Total Attachments: 4
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**PATENT
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RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Randy McCormack

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Selective Enterprises, Inc.

Internal Address: _____

Street Address: 10701 Texland Blvd.

City: Charlotte

State: NC

Country: USA Zip 28273

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 09/17/10

- Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No. (s)

12/885,057
61/243,412

B. Patent No. (s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Summa, Additon & Ashe, P.A.

Internal Address: _____

Street Address: 11610 N. Community House Road

City: Charlotte

State: NC Zip 28277-2199

Phone Number: 704-945-6700

Fax Number: 704-945-6735

Email Address: _____

6. Total number of applications and patents involved: 2

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 80.00

- Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 500332

Authorized User Name Richard L. Additon

9. Signature:

/John C. Nipp/
Signature

09/17/2010
Date

John C. Nipp
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT

WHEREAS, I, Randy McCormack, a U.S. citizen, residing at Lilburn, Georgia (hereinafter referred to as "ASSIGNOR"), am the sole inventor of certain new and useful improvements (hereinafter collectively referred to as "INVENTION") in *Traverse Rod Assembly*, for which a provisional application for a United States patent was filed on September 17, 2009, under Serial No. 61/243,412 (hereinafter referred to as "PROVISIONAL APPLICATION"); and

WHEREAS, Selective Enterprises, Inc., a North Carolina corporation (hereinafter referred to as "ASSIGNEE"), having a principal place of business at Charlotte, North Carolina, has acquired the equitable right, title, and interest—and is desirous of acquiring any remaining right, title, and interest—in and to said INVENTION as described in said PROVISIONAL APPLICATION, and in and to any and all Letters Patent that shall be granted with respect to said INVENTION in the United States of America and all other countries;

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the ASSIGNOR, have sold, assigned, transferred, and conveyed unto said ASSIGNEE, its successors and assigns, my equitable right, title, and interest—and by these presents do hereby sell, assign, transfer, and convey unto said ASSIGNEE, its successors and assigns any remaining right, title, and interest—in and to said INVENTION, in and to said PROVISIONAL APPLICATION, in and to any and all non-provisional, international, and foreign applications claiming benefit of the filing date of said PROVISIONAL APPLICATION, and in and to any and all

Letters Patent of the United States of America and all other countries (or reissues, reexaminations, or extensions thereof) that may be granted therefore or thereon, for the full term for which said Letters Patent may be granted, together with the right to claim the priority of said PROVISIONAL APPLICATION in all foreign countries in accordance with international treaties and conventions, and all past and future causes of action for infringement of said INVENTION, the same to be held and enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by me if an assignment and sale had not been made.

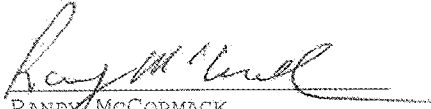
I acknowledge that at the time said INVENTION was made, said INVENTION was owned by or subject to an obligation of assignment to said ASSIGNEE. I further acknowledge that said ASSIGNEE has the sole right to determine patent prosecution strategies with respect to said INVENTION and all corresponding applications, and hereby request that Letters Patent be issued in accordance with this assignment.

I further covenant and agree to bind my heirs, legal representatives, and assigns, to communicate promptly to said ASSIGNEE or its representatives any facts known to me relating to said INVENTION, to testify in any interference or legal proceedings involving said INVENTION, to execute any additional papers that may be requested to confirm the right of said ASSIGNEE, its representatives, successors or assigns to secure patent or similar protection for said INVENTION in all countries and to vest in said ASSIGNEE complete title to said INVENTION and Letters Patent, without further compensation, but at the expense of said

ASSIGNEE, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF, I have hereunto signed my name on the day and year set forth below.

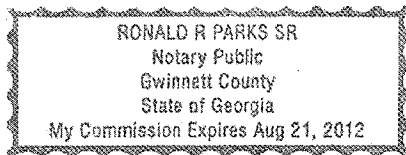
Executed this 17th day of September 2010.


RANDY MCCORMACK

STATE OF Georgia

COUNTY OF Gwinnett

Before me personally appeared said Randy McCormack and acknowledged the foregoing instrument to be his free act and deed this 17th day of September 2010.




Notary Public

Ronald R. Parks, Sr.
Printed Name

My commission expires: August 21, 2012 S E A L