

**PATENT ASSIGNMENT**

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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>
Shawn Ellis	06/16/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	KE Imports Ltd.
<b>Street Address:</b>	1036 Richter Street
<b>City:</b>	Kelowna
<b>State/Country:</b>	CANADA
<b>Postal Code:</b>	V1Y2K5
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29351009
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	126008.0004
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<b>Total Attachments: 3</b> source=Assignment_EliisToKE#page1.tif source=Assignment_EliisToKE#page2.tif source=Assignment_EliisToKE#page3.tif	

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## ASSIGNMENT

WHEREAS, I, Shawn Ellis, whose full post office address is 1036 Richter Street, Kelowna, British Columbia, Canada V1Y 2K5, hereafter referred to as Assignor, have invented a new and useful design patent entitled "MEN'S UNDERGARMENT" for which applications for Letters Patent ("Patents") are about to be made or have been made in Canada, the United States of America and other foreign countries, and are identified in Schedule "A";

AND WHEREAS, KE Imports Ltd., a corporation incorporated under the laws of the Province of British Columbia, and having a place of business at 1036 Richter Street, Kelowna, British Columbia, Canada V1Y 2K5, hereafter referred to as Assignee, is desirous of acquiring all right, title and interest in and to the design patent for Canada, the United States of America and all other foreign countries, and in and to any Letters Patent that may be granted thereon and in any re-issue or extension thereof or in any improvements therein now existing or hereinafter arising;

AND WHEREAS the Assignor is willing to sell, assign, transfer and convey such rights unto Assignee for the said "MEN'S UNDERGARMENT";

NOW THEREFORE in consideration of the payment to the Assignor by the Assignee of the sum of ONE DOLLAR (\$1.00) in the lawful money of Canada and other good and valuable consideration, the receipt of which is hereby acknowledged by the Assignor, the Assignor does hereby sell, assign, transfer and convey unto the Assignee its successors and assigns, all of his right, title and interest in and to the invention, any application for Letters Patent in any country to be filed, and any Letters Patent for the inventions that may be granted and in any re-issue or extension thereof and in any improvements in the inventions now existing or hereinafter arising in Canada, the United States of America and all other foreign countries, the same to be held and enjoyed by the Assignee as it would have been held and enjoyed by the Assignor had the sale, assignment, transfer and conveyance not been made.

THE Assignor hereby further agrees, undertakes and covenants that he will sign or execute such further documents, assurances, applications, instruments or any other writing that may be requested by the Assignee or their legal representatives for the purpose of obtaining or issuing any Letters Patent for the design patent or any re-issue or extensions thereof, or any

improvement therein in order that all of their right, title and interest in the same may be vested in the Assignee, its successor and assigns.

Executed at Kelowna, British Columbia on June 6, 2010.

Karen Kirk  
Witness KAREN KIRK

[Signature]  
Shawn Ellis

[Signature]  
Witness Tracy Barron.

[Signature]  
KE Imports Ltd.  
SHAWN ELLIS  
Print Name: VICE PRESIDENT  
Title:

**SCHEDULE "A"**

**U.S. DESIGN PATENT APPLICATION**

<b>Title</b>	<b>Appln. No.</b>	<b>Filing Date</b>
MEN'S UNDERGARMENT	29/351,009	11/26/2009