

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<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>Craig C. Strong</td> <td>07/12/2010</td> </tr> <tr> <td>Samuel Pardue</td> <td>07/12/2010</td> </tr> <tr> <td>William McDonough</td> <td>09/13/2010</td> </tr> </tbody> </table>		Name	Execution Date	Craig C. Strong	07/12/2010	Samuel Pardue	07/12/2010	William McDonough	09/13/2010				
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<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Lensbabies, LLC</td> </tr> <tr> <td>Street Address:</td> <td>516 SE Morrison Street</td> </tr> <tr> <td>Internal Address:</td> <td>Suite M-4</td> </tr> <tr> <td>City:</td> <td>Portland</td> </tr> <tr> <td>State/Country:</td> <td>OREGON</td> </tr> <tr> <td>Postal Code:</td> <td>97214</td> </tr> </table>		Name:	Lensbabies, LLC	Street Address:	516 SE Morrison Street	Internal Address:	Suite M-4	City:	Portland	State/Country:	OREGON	Postal Code:	97214
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<b>PROPERTY NUMBERS Total: 1</b>													
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Application Number:	12811447												
<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (503)274-4622</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (503)222-3613</p> <p>Email: docketing@techlaw.com</p> <p>Correspondent Name: Kevin S. Ross</p> <p>Address Line 1: 210 SW Morrison Street</p> <p>Address Line 2: Suite 400</p> <p>Address Line 4: Portland, OREGON 97204</p>													
ATTORNEY DOCKET NUMBER:	5623-0041												
NAME OF SUBMITTER:	Kevin S. Ross												
Total Attachments: 2													

OP \$40.00 12811447

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**PATENT**  
**REEL: 025094 FRAME: 0701**

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ASSIGNMENT

**Assignor:** Craig C. Strong  
**Address:** 516 SE Morrison Street, Suite M-4, Portland, Oregon 97214, United States of America

**Assignor:** Samuel Pardue  
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**Assignor:** William McDonough  
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**Assignee:** LENSBABIES, LLC  
**Address:** 516 SE Morrison Street, Suite M-4, Portland, Oregon 97214, United States of America

**Title of  
Invention:** MOVABLE LENS ASSEMBLY AND ASSOCIATED METHODS

**U. S. Patent Application:**

**Application Serial No.:** 12/811,447

**Filing Date:** July 1, 2010

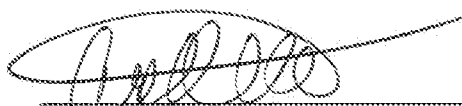
For good and valuable consideration, the receipt of which is hereby acknowledged, the above-named Assignor hereby sells, assigns and transfers to Assignee, the full and exclusive right, title and interest in and to the above-identified invention, patent application and patent rights throughout the world, including foreign patent priority rights; said invention, application and letters patent in this or any foreign country, and all divisions, continuations, reissues, non-provisionals and extensions thereof, to be held and enjoyed by Assignee, for its own use and benefit, and for its successors and assigns to the full end of the term for which letters patent may be granted in this or any foreign country, and any and all claims for any infringement thereof, as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made, and covenant that Assignor has full right so to do, and agree that Assignor will communicate to Assignee, or its successors and assigns, any

facts known to Assignor respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, non-provisional and reissue applications, make all rightful oaths, and do everything possible to aid Assignee, its successors and assigns to obtain and enforce proper patent protection for said invention in this or any foreign country.

In the event that the patent application filing date or serial number is not known at the time this document is executed, Assignor hereby grants permission to the attorneys of record in the patent application to fill in the filing date and/or serial number above, and to record this assignment after such information is added.


Executed at Portland Oregon, this 12 day of July, 2010.  
City, State Day Month

Assignor:

  
Craig C. Strong


Executed at Portland OR, this 12<sup>th</sup> day of July, 2010.  
City, State Day Month

Assignor:

  
Samuel Pardue

Executed at Portland, OR, this 13 day of SEPT, 2010.  
City, State Day Month

Assignor:

  
William McDonough