

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Nathan C. Kiser	10/07/2010
Ladd J. Marshall	10/07/2010
RECEIVING PARTY DATA	
Name:	Simpel, LLC
Street Address:	2514 Kensington Avenue
City:	Salt Lake City
State/Country:	UTAH
Postal Code:	84108
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29375193
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ATTORNEY DOCKET NUMBER:	56491-10000
NAME OF SUBMITTER:	Bradley P. Cardon
Total Attachments: 2 source=20101007_Assignment#page1.tif source=20101007_Assignment#page2.tif	

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PATENT
REEL: 025108 FRAME: 0612

ASSIGNMENT

We, Nathan C. Kiser, and Ladd J. Marshall, having residence addresses as set forth below, invented "Slap Watch", hereinafter called the "Invention." Preferred embodiments of said Invention are disclosed in United States Patent Application No. 29/375,193, filed September 17, 2010, entitled "Slap Watch," bearing Attorney Docket No. 56491-10000.

The Assignee, Simpel, LLC, a Utah limited liability company, having a principal place of business at 2514 Kensington Avenue, Salt Lake City, Utah, 84108, desires to secure the entire right, title and interest in said Invention.

For good and valuable consideration paid to me by the Assignee, the receipt and sufficiency of which I hereby acknowledge, we HEREBY ASSIGN TO THE ASSIGNEE:

The entire right, title and interest in said Invention in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of said application, or reissues or extensions of Letters Patent or Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and Foreign countries.

The right to file foreign patent applications on said Invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

I hereby authorize and request the United States Commissioner of Patents and Trademarks, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all patents on said Invention to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

I hereby agree, without further consideration and without expense, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of me to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, continuation, substitute, reissue, and other United States and foreign patent applications on said Invention, and all lawful documents requested by the Assignee to further the prosecution of any of such patent applications.

Cooperation to the best of my ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension, or infringement proceedings involving said Invention.

This assignment and agreement shall be binding upon my heirs and legal representatives.

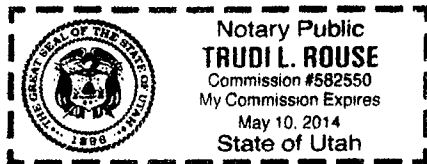
Inventor: Nathan C. Kiser
Nathan C. Kiser
Dated: Oct. 7, 2010, 2010
Address: 2514 Kensington Avenue
Salt Lake City, UT 84108

STATE OF UTAH)
COUNTY OF Salt Lake) ss.

Subscribed and sworn to before me by Nathan C. Kiser on this 7th day of
October, 2010.

Witness my hand and official seal.

My commission expires: 5/10/2014 Judi L. Rouse
Notary Public
Address: 299 S Main Suite 1800
Salt Lake City, UT 84111



Inventor: Ladd J. Marshall
Ladd J. Marshall
Dated: Oct. 7, 2010, 2010
Address: 2915 Casto Lane
Holladay, UT 84117

STATE OF UTAH)
COUNTY OF Salt Lake) ss.

Subscribed and sworn to before me by Ladd J. Marshall on this 7th day of
October, 2010.

Witness my hand and official seal.

My commission expires: 5/10/2014 Judi L. Rouse
Notary Public
Address: 299 S Main Suite 1800
Salt Lake City, UT 84111

