

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Allan Ullman	10/28/2010
<b>RECEIVING PARTY DATA</b>	
Name:	Shoe Care Innovations, Inc.
Street Address:	501 Seaport Court
Internal Address:	Suite 101
City:	Redwood City
State/Country:	CALIFORNIA
Postal Code:	94063
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Patent Number:	5978996
<b>CORRESPONDENCE DATA</b>	
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ATTORNEY DOCKET NUMBER:	36869/2
NAME OF SUBMITTER:	Paul S. Angello
Total Attachments: 1 source=allanasg#page1.tif	

OP \$40.00 5978996

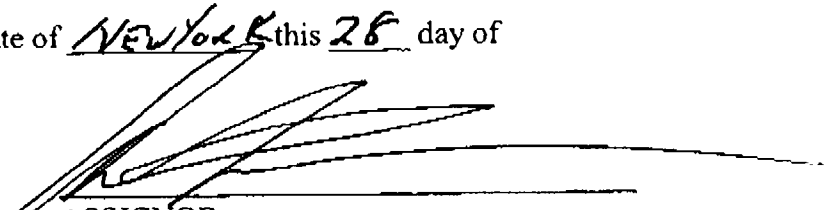
ASSIGNMENT

WHEREAS Allan Ullman, of Lawrence, County of Nassau, State of New York ("ASSIGNOR"), has made inventions described in United States Patent No. 5,978,996, which issued on U.S. Patent Application No. 08/741,677, filed October 31, 1996; and

WHEREAS, Shoe Care Innovations, Inc., a Delaware corporation, having a place of business at 501 Seaport Court, Suite 101, Redwood City, California 94063 ("ASSIGNEE"), is desirous of acquiring an interest therein:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR, hereby sells, assigns, and transfers to ASSIGNEE the full and exclusive right, title, and interest in and to said inventions, said patent and applications for said patent, and any and all patent rights and letters patent for said inventions in the United States of America and elsewhere throughout the world, including provisional rights, foreign patent priority rights, and the right to apply for patents in foreign countries in ASSIGNOR's name or in the name of ASSIGNEE and further including all divisional and continuation applications deriving priority from all applications for said patent or any foreign patent applications, and all reissues and extensions of patent rights and letters patent for said inventions, all to be held and enjoyed by ASSIGNEE for its own use and benefit, and by its successors and assigns for their own use and benefit, for the full duration of the terms for which patent rights and letters patent may be granted in this or any foreign country, and covenant that ASSIGNOR has full right so to do, and agree that ASSIGNOR will communicate to ASSIGNEE and its successors and assigns, any facts known to ASSIGNOR respecting said inventions, and testify in any legal proceeding, sign all lawful papers, execute all lawful divisional, continuation, and reissue applications, make all rightful declarations or oaths, and do everything lawfully possible to aid ASSIGNEE and its successors and assigns, to obtain and enforce proper patent protection for said inventions in the United States of America and elsewhere throughout the world.

Executed at Lawrence, State of NEW YORK this 28 day of OCT, 2010. LAWRENCE

  
ASSIGNOR

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