

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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| SUBMISSION TYPE:   | NEW ASSIGNMENT                 |
| NATURE OF CONVEYANCE:  | ASSIGNMENT                     |
| <b>CONVEYING PARTY DATA</b>  |                                |
| Name   | Execution Date                 |
| Brian Horowitz   | 11/15/2010                     |
| <b>RECEIVING PARTY DATA</b>  |                                |
| Name:  | Bam Brokerage, Inc.            |
| Street Address:  | 25871 Atlantic Ocean           |
| City:  | Lake Forest                    |
| State/Country:   | CALIFORNIA                     |
| Postal Code:   | 92630                          |
| <b>PROPERTY NUMBERS Total: 1</b>   |                                |
| Property Type  | Number                         |
| Application Number:  | 29379186                       |
| <b>CORRESPONDENCE DATA</b>   |                                |
| Fax Number:  | (248)645-1568                  |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                |
| Phone:   | 248-645-1483                   |
| Email:   | IPDocket@HowardandHoward.com   |
| Correspondent Name:  | HOWARD & HOWARD ATTORNEYS PLLC |
| Address Line 1:  | 450 West Fourth Street         |
| Address Line 4:  | Royal Oak, MICHIGAN 48067      |
| ATTORNEY DOCKET NUMBER:  | 104551.00015                   |
| NAME OF SUBMITTER:   | James R. Yee                   |
| Total Attachments: 2<br>source=Assignment#page1.tif<br>source=Assignment#page2.tif   |                                |

CH \$40.00 29379186

**ASSIGNMENT**  
**(Patent Application - Sole Inventor)**

WHEREAS I, **Brian Horowitz**, residing at **22761 Tindaya, Mission Viejo, CA 92692**, have invented certain new and useful improvements in an invention entitled

**SPORTS UMBRELLA**

which is set forth in a patent application in the United States as Serial No. 29/379186, filed on 11/16/2010, Attorney Docket No. **104551.00015**; and

WHEREAS, **Bam Brokerage, Inc.**, having its principal place of business at **25871 Atlantic Ocean, Lake Forest, CA 92630**, hereinafter referred to as ASSIGNEE, is desirous of acquiring said invention and said patent application and any domestic and foreign patent or patents that may be obtained therefore or thereupon;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of the sum of One United States Dollar (\$1.00), and other good and valuable considerations, the receipt of which is hereby acknowledged, I do hereby sell, assign, transfer and set over unto said ASSIGNEE, its successors, assigns, or other legal representatives, the full and entire right, title and interest in and to said invention and said patent application, including the right of said ASSIGNEE, its successors, assigns, or other legal representatives to file any, and all divisional, continuation, and continuation-in-part applications claiming priority to said patent application, or the right to seek reissues or extensions of any patent that may be issued for said invention, with the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by me had this Assignment and sale not been made; and

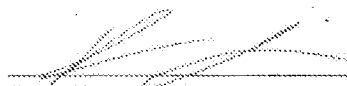
HEREBY AGREE that I, my heirs, successors, assigns or other legal representatives will at any time upon the request and at the expense of said ASSIGNEE, its successors, assigns, or other legal representatives, without undue delay, execute and deliver any and all papers and do all lawful acts that may be necessary or desirable to perfect the title to said invention, said applications, and any patent or patents that may be obtained therefore; and

HEREBY FURTHER ASSIGN unto said ASSIGNEE, its successors, assigns, or other legal representatives, the whole right, title and interest in and to said invention throughout all countries foreign to the United States, including the right to file any foreign patent applications claiming priority to said patent application and otherwise seek any patent in any foreign country, and including the right to file any divisional, continuation, and continuation-in-part applications claiming priority to said foreign patent application where such procedure is proper, or the right to seek reissues or extensions of any patent in any foreign country, and I do hereby ratify any acts of said ASSIGNEE in applying for a patent in said ASSIGNEE'S own name in any foreign country where such procedure is proper and do hereby agree to execute said foreign patent applications in the several countries where it is necessary that the same be executed by the inventor, and to execute assignments of said foreign patent applications and any patents to be obtained therefore to said ASSIGNEE; and

HEREBY AUTHORIZE and request the Commissioner of Patents and Trademarks of the United States and any official of any country foreign to the United States whose duty it is to issue patents, to issue any patent and any reissues and extensions thereof to said ASSIGNEE in accordance with this Assignment; and

HEREBY REPRESENT and warrant that I have the full right to convey the entire interest of said invention and said applications herein assigned and have not granted any rights inconsistent with the rights granted herein.

11/15/10  
Date

  
Brian Horowitz

Please address all correspondence and telephone calls and, upon recordation, please return this document to:

James R. Yee, Esq.  
HOWARD & HOWARD ATTORNEYS PLLC  
450 West Fourth Street  
Royal Oak, Michigan 48067-2557  
(248) 645-1483