

# PATENT ASSIGNMENT

Electronic Version v1.1

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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>
Jud IRELAND	08/26/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	NAKED, LLC
<b>Street Address:</b>	501 Brickell Key Drive
<b>Internal Address:</b>	#504
<b>City:</b>	Miami
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33131
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	5855206
<b>CORRESPONDENCE DATA</b>	
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<b>Total Attachments: 1</b> source=Scan_Nov_05_2010_16_32_51_918#page1.tif	

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**PATENT**  
**REEL: 025387 FRAME: 0001**

## ASSIGNMENT OF PATENTS

For good and valuable consideration, the receipt of which is hereby acknowledged, Jud Ireland, 50 S. Pointe Dr., Unit 1401, Miami Beach, FL 3313 sells and assigns to Naked, LLC, a Florida limited liability company ("Naked"), having a place of business at 501 Brickell Key Drive, #504, Miami FL 33131 U.S., its successors and assigns, all right, title and interest, in all countries throughout the world, in and to the following and any and all inventions disclosed therein:

(1) U.S. Patent No. 5,855,206

and any other patent application filed on the inventions contained therein, and any continuation, continuation-in-part, division, renewal, or substitution thereof, and as to issued patents, all reissues and reexaminations thereof and extensions thereof;

Assignor covenants that the assignor has all right, title and interest to the inventions set forth herein, the full right to execute this assignment and assign to Naked, LLC the rights set forth herein, and agrees that the assignor will communicate to Naked, LLC or its representatives any facts known to assignor respecting said improvements and testify in any legal proceeding, sign all lawful papers, execute all reissue and extension applications, make all rightful oaths, and generally do everything possible to aid Naked, LLC, its successors, assigns and nominees, to obtain ownership and enforce patent protection for said invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this August 26, 2009.

Jud Ireland

 DATE: 8-26-09