

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
David ISSLER	11/12/2010
RECEIVING PARTY DATA	
Name:	Columbia Insurance Company
Street Address:	3024 Harney Street
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68131
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29379526
CORRESPONDENCE DATA	
Fax Number:	(203)298-4832
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 2:	57 Plains Road, Suite 3A
Address Line 4:	Milford, CONNECTICUT 06461
ATTORNEY DOCKET NUMBER:	SOFF100395000
NAME OF SUBMITTER:	Theresa Doonan
Total Attachments: 2 source=EXECUTED_ASSIGNMENT#page1.tif source=EXECUTED_ASSIGNMENT#page2.tif	

OP \$40.00 29379526

501358036

PATENT
REEL: 025393 FRAME: 0350

ASSIGNMENT

Whereas, **David ISSLER**, whose address is 100 Brickstone Square, Suite 502, Andover, Massachusetts, 01810 has made certain inventions and discoveries set forth in an application for Letters Patent of the United States of America entitled "Outsole for a Shoe," and is identified by IP ATTORNEYS GROUP LLC Docket No. SOFF100395000.

Whereas, **Columbia Insurance Company**, a Nebraska corporation, whose address is 3024 Harney Street, Omaha, Nebraska 68131 together with its successors and assigns is hereinafter called "Assignee," is desirous of acquiring the title, right, benefits and privileges hereinafter recited:

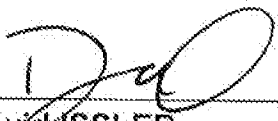
Now, therefore, for valuable consideration furnished by Assignee to me, the receipt and sufficiency of which I hereby acknowledge, I hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discovering in whatsoever countries, including all divisional, renewal, substitute, continuation and Convention applications based in whole or in part upon said inventions or discoveries, or upon said applications and any and all Letters Patent and reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent.
2. Authorize Assignee to file patent applications in any or all countries on any or all said inventions and discoveries in my name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise.
3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;
4. Warrant that I have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries and that we have good right to assign the same to Assignee without encumbrance.

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at its expense, but without additional consideration to me or them, all acts reasonably serving to assure that the said inventions and discoveries, the said patent applications and the said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits inform and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns and which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of said inventions and discoveries.

In testimony of which we have signed our names below.

Dated: 11-12-2010

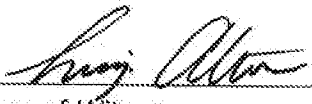


 David ISSLER

Declaration of Witness

I declare that I was personally present and did see **David ISSLER**, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Greenwich, CT, on 11/15, 2010.



 Signature of Witness

Luigi Altamura

 Name of Witness