

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Paul Fruge	01/17/2011
RECEIVING PARTY DATA	
Name:	Altus Brands, LLC
Street Address:	484 W. Welch Court
City:	Traverse City
State/Country:	MICHIGAN
Postal Code:	49686
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	09058907
Application Number:	12559066
CORRESPONDENCE DATA	
Fax Number:	(231)932-0696
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2319320411
Email:	cathy.dittrich@traverselegal.com
Correspondent Name:	Traverse Legal, PLC
Address Line 1:	810 Cottageview Drive, Unit G-20
Address Line 4:	Traverse City, MICHIGAN 49684
NAME OF SUBMITTER:	Katherine Horvath
Total Attachments: 3 source=Fruge Assignment#page1.tif source=Fruge Assignment#page2.tif source=Fruge Assignment#page3.tif	

OP \$80.00 09058907

ASSIGNMENT

Whereas Paul Fruge, an individual, having an address at 1120 E. Cranberry Lake Road, Harrison, MI 48625, ("Assignor"), is the owner by assignment of the United States Letters Patents and applications for Letters Patent identified in Schedule A hereof; and

WHEREAS, Altus Brands, LLC, a Michigan Limited Liability Company, having an address at 484 W. Welch Court, Traverse City, MI 49686, ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the invention(s) and in and to the Letters Patents and/or patent applications thereon, and in and to any and all improvements thereon;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

BE IT KNOWN that for and in consideration for valuable consideration, the receipt and adequacy whereof are hereby acknowledged, Assignor sells, assigns, transfers and sets over unto the said Assignee, its successors and assigns, the entire right, title and interest, domestic and foreign, and any and all revenues and rights to revenue, for any purpose, associated with commercialization, everywhere in the world, to (A) any and all inventions and discoveries described and/or claimed in the patents and patent applications listed in Schedule A, (B) the patents and patent applications listed in Schedule A, (C) all patents that may be granted thereon, (D) all patent applications or patents which may claim priority of (or serve as the basis for a priority claim by) the patents or applications listed in Schedule A (including but not limited to continuations, divisions, continuations-in-part, substitutes, renewals, reissues, reexaminations or extensions thereof, together with all priority rights and counterpart applications under existing or future international patent conventions, agreements or treaties), including the right of said Assignee, its successors, assigns or other legal representatives to make applications and receive patents (and their equivalents) for said inventions and discoveries in any and all foreign countries in its own name, or in my name, at its election, and I hereby assign, sell and set over to said Assignee, its successors, assigns or other legal representatives, all rights of priority in and to said inventions and discoveries in all countries, and; (2) the right to sue third parties for patent infringement (including but not limited to damages) accruing based on activities occurring prior to the execution date hereof.

Assignor hereby agrees to execute all papers and documents and, entirely at Assignee's expense, to communicate to Assignee any facts known to me respecting the inventions and discoveries, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths, execute all papers deemed by Assignee to be necessary for recording this Assignment, including any Confirmatory Assignments, with the United States Patent and Trademark Office and any foreign patent offices, and generally perform any and all acts which are reasonably necessary and/or which said Assignee, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and transferred.

Assignor hereby warrants and covenants that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of the correct and true inventor(s) ("Inventor") of any inventions or discoveries disclosed and/or claimed in the patents and patent applications listed in Schedule A. Assignor hereby covenants not to challenge the validity or enforceability of any of the patent applications or patents assigned to Assignee hereunder. Assignor hereby agrees that the terms, covenants and conditions of this assignment shall inure to the benefit of Assignee, its successors, assigns and other legal representatives, and shall be binding upon Inventor, as well as upon Inventor's heirs, legal representatives and assigns.

PATENT

REEL: 025815 FRAME: 0188

THE SAME TO BE HELD and enjoyed by Assignee, its successors and assigns, for its own use and behoof, to the full end of the term for which the said Letters Patent may or shall be granted, as fully and entirely as the same might or could have been enjoyed by Assignor had this Assignment and sale not been made.

IN WITNESS WHEREOF, Assignor has caused these presents to be executed in its behalf this day of January 17, 2011.

ASSIGNOR:

PAUL FRUGE (Individually)

Signature: Paul Fruge

Print Name: Paul Fruge

Inventor's City and State of Residence: Michigan

STATE OF MICHIGAN)

)ss.

COUNTY OF Clare

On this 17 day of January, 2011, personally appeared before me Paul Fruge, known to me to be the person who executed the above instrument and acknowledged that [HE/SHE] executed the same for the uses and purposes therein mentioned.

(SEAL)

[Signature]

Notary Public

My Commission Expires: February 3 2014

JOHN R. CARLSTROM
NOTARY PUBLIC, STATE OF MICHIGAN
COUNTY OF CLARE
MY COMMISSION EXPIRES FEB. 3, 2014
ACTING IN CLARE COUNTY

SCHEDULE A

Serial No.	Filing Date	Title	Publication No.	Publication Date
09/058907	04/10/1998	Hood with Ear Openings Patent # 5,881,389	#####	##/##/####
12/559066	09/14/2009	Hunters Hood with Adjustable Face Opening	20100064417	03/18/2010