

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
David BRODESS	02/14/2011
Michael CASEY	02/15/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	FITNESS BRANDS 2, LLC
<b>Street Address:</b>	3400 Ranch Road
<b>Internal Address:</b>	620 South Unit 12-101
<b>City:</b>	Austin
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	78738
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12873680
<b>CORRESPONDENCE DATA</b>	
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<b>NAME OF SUBMITTER:</b>	Kristen Lemme

Total Attachments: 2  
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**PATENT**  
**REEL: 025929 FRAME: 0103**

**OP \$40.00 12873680**



ASSIGNMENT

WHEREAS, we, **David BRODESS**, a citizen of the United States of America, whose postal address is 129 Sebastian's Run, Austin, Texas, 78738 and **Michael CASEY**, a citizen of the United States of America, whose postal address is 900 Ranch Road 620 S., Suite 202-101, Austin, Texas, 78738, respectively, have invented new and useful improvements in "**INTERACTIVE EXERCISE DEVICES**," for which a United States Patent Application was filed on **September 1, 2010**, and assigned United States Patent Application Serial No. **12/873,680**; and

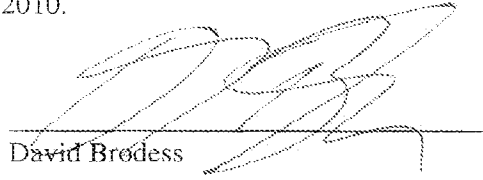
WHEREAS, **FITNESS BRANDS 2, LLC**, a Texas liability corporation, having a place of business at **3400 Ranch Road, 620 South Unit 12-101, Austin, Texas, 78738**, is desirous of acquiring the same;

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, we, David Brodess and Michael Casey hereby do sell, assign and transfer unto said Fitness Brands 2, LLC, our entire right, title and interest in and to said invention and applications throughout the world, including, without limitation, any U.S. or foreign Letters Patents which may issue thereon, and any subsequent application claiming priority to the above-identified applications, including any reissue, reexamination, divisional, continuation-in-part, extension or continuation thereof and all rights of priority under the Paris Convention arising from said applications; the same for Fitness Brands 2, LLC's legal representatives and assigns, as fully and entirely as the same would have been held by us had this assignment and sale not been made;

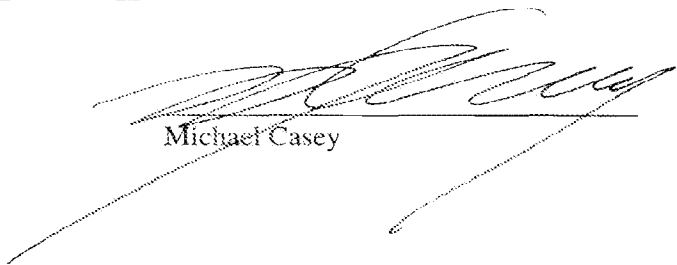


AND, we hereby bind ourselves, our heirs, legal representatives, administrators and assigns properly to execute without further consideration any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect, the sale, assignment, transfer and conveyance hereby made or intended to be made and generally do everything possible to aid Fitness Brands 2, LLC, its legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries throughout the world.

IN WITNESS WHEREOF, I have executed this Assignment this 14<sup>th</sup> day of February, 2010.

  
David Brodess

IN WITNESS WHEREOF, I have executed this Assignment this 15<sup>th</sup> day of Feb, 2010.

  
Michael Casey