

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ori Rosenbaum	01/01/2011
RECEIVING PARTY DATA	
Name:	Auri Design Group, LLC
Street Address:	1200 N. Coast Highway
City:	Laguna Beach
State/Country:	CALIFORNIA
Postal Code:	92651
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	D582639
Patent Number:	D592847
Patent Number:	D582640
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	52674-0001
NAME OF SUBMITTER:	Ketan S. Vakil
Total Attachments: 3 source=Auri Patent Assignment#page1.tif source=Auri Patent Assignment#page2.tif source=Auri Patent Assignment#page3.tif	

CH \$120.00 D582639

ASSIGNMENT

WHEREAS, ASSIGNOR, comprising the following named inventor: Ori Rosenbaum, has invented, conceived, reduced to practice, the inventions identified on the attached Exhibit A (hereinafter the "Inventions"), for which United States Patents have been granted (hereinafter the "Patents") or for which an application has been filed with the United States Patent and Trademark Office (hereinafter, the "Patent Application"); and

WHEREAS, ASSIGNEE, Auri Design Group, LLC, a California limited liability company having its principal place of business at 1200 N. Coast Highway, Laguna Beach, California 92651, is desirous of acquiring the entire right, title and interest in, to and under the Inventions and the Patents and Patent Application;

NOW, THEREFORE, in consideration of the payment by ASSIGNEE to ASSIGNOR the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNOR does hereby sell, assign and transfer and set over to ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest, throughout the world, in the Inventions and the Patents and Patent Application, and any other intellectual property rights in the Inventions including, but not limited to, any patent rights, and any patent application(s), claiming priority thereto, that have been or may hereafter be filed;

ASSIGNOR hereby covenants that no assignment, sale, agreement, charge, or other encumbrance, has been, or will be, entered into which would conflict with this assignment;

ASSIGNOR does hereby covenant and agree to provide any tangible property embodying or describing the Inventions, including, without limitation, all documents, drawings, prototypes, models, test results, designs, materials, computer programs and data, and the like, which, if not presently in the possession of ASSIGNEE will be delivered to ASSIGNEE immediately upon request;

ASSIGNOR does hereby covenant and agree to do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns to obtain and enforce proper

patent protection for the Inventions in all countries including assisting with the preparation of any application relating to the Inventions;

ASSIGNOR does hereby covenant and agree not to contest the validity or enforceability of any intellectual property rights assigned herein, or to assist or request any third party to contest the validity or enforceability of any intellectual property rights assigned herein;

IN WITNESS WHEREOF, I have executed this instrument at
on the date indicated adjacent to my name.

*1200 N. Coast Hwy
Laguna Beach, CA*

Dated: January 1, 2011



Ori Rosenbaum

EXHIBIT A**PATENTS AND PATENT APPLICATIONS**

DOCKET NUMBER	COUNTRY	TITLE OF THE APPLICATION	INVENTOR (S)	FILING DATE APP. NO.	PATENT NUMBER AND ISSUE DATE	STATUS
52674-0500	U.S.	SHOE OUTSOLE I	Ori Rosenbaum	9/14/2007 29/284,804	D582,639 12/16/2008	Issued
52674-0600	U.S.	SHOE OUTSOLE II	Ori Rosenbaum	9/14/2007 29/284,802	D592,847 5/26/2009	Issued
52674-0800	U.S.	SHOE OUTSOLE	Ori Rosenbaum	9/14/2007 29/284,805	D582,640 12/16/2008	Issued
52674-1350	U.S.	REMOVABLE FOOTBED FOR A HEAL, A PUMP, OR A SHOE	Ori Rosenbaum	6/1/298,870 1/27/2010		Utility and foreign applications due 1/27/2011