

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ellen Hassman	01/31/2011
Patty Luts	01/31/2011
RECEIVING PARTY DATA	
Name:	Consumer Motivation Group, Inc.
Street Address:	25 West 68th Street
Internal Address:	Suite 8C
City:	New York
State/Country:	NEW YORK
Postal Code:	10023
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29388787
CORRESPONDENCE DATA	
Fax Number:	(561)989-0887
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	561-989-0889
Email:	BOCAPATENTS@AOL.COM
Correspondent Name:	ROBERT M. DOWNEY, P.A.
Address Line 1:	6751 N. FEDERAL HWY., SUITE 300
Address Line 4:	BOCA RATON, FLORIDA 33487
ATTORNEY DOCKET NUMBER:	CONSPA411
NAME OF SUBMITTER:	Robert M. Downey
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 29388787

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PATENT
 REEL: 026062 FRAME: 0733

ASSIGNMENT OF APPLICATION

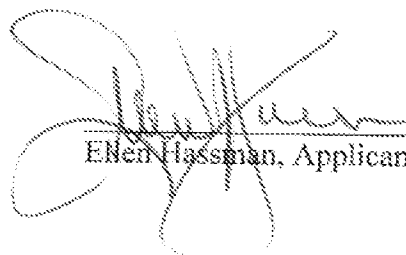
WHEREAS, I, Ellen Hasman of 3801 S. Ocean Drive
#10E, Hollywood, FL 33019, hereafter referred to as applicant, have
invented certain new and useful improvements in a NON-WOVEN COOLER BAG WITH
SPEAKER & MP3 HOOKUP, for which the undersigned has executed an application
for patent in the United States of America on January 31, 2011, and

WHEREAS, Consumer Motivation Group, Inc. of 25 West 68th Street, Suite 8C,
New York, NY 10023, herein referred to as "assignee" is desirous of acquiring the entire
right, title and interest in the same;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), the
receipt whereof is acknowledged, and other good and valuable consideration, I, the
applicant, by these presents, do sell, assign and transfer unto said assignee the full and
exclusive right to the said invention in the United States and the entire right, title and
interest in and to any and all Patents which may be granted therefore in the United States.
I hereby authorize and request the Commissioner of Patents and Trademarks to issue said
United States Patent to said assignee, of the entire right, title, and interest in and to the
same, for its sole use and behoof; and for the use and behoof of its legal representatives,
to the full end of the term for which said Patent may be granted, as fully and entirely as
the same would have been held by me had this assignment and sale not been made.

IN WITNESS WHEREOF, executed by the undersigned on the date opposite the
undersigned's name.

Date: 1/31/2011


Ellen Hasman, Applicant

ASSIGNMENT OF APPLICATION

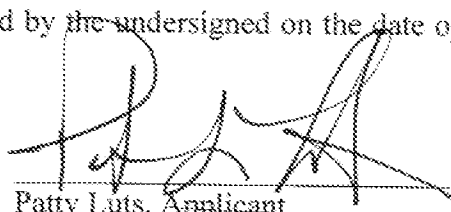
WHEREAS, I, Patty Luts of 3801 S. Ocean Drive
#10E, Hollywood, FL 33019, hereafter referred to as applicant, have
invented certain new and useful improvements in a NON-WOVEN COOLER BAG WITH
SPEAKER & MP3 HOOKUP, for which the undersigned has executed an application
for patent in the United States of America on January 31, 2011, and

WHEREAS, Consumer Motivation Group, Inc. of 25 West 68th Street, Suite 8C,
New York, NY 10023, herein referred to as "assignee" is desirous of acquiring the entire
right, title and interest in the same;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), the
receipt whereof is acknowledged, and other good and valuable consideration, I, the
applicant, by these presents, do sell, assign and transfer unto said assignee the full and
exclusive right to the said invention in the United States and the entire right, title and
interest in and to any and all Patents which may be granted therefore in the United States,
I hereby authorize and request the Commissioner of Patents and Trademarks to issue said
United States Patent to said assignee, of the entire right, title, and interest in and to the
same, for its sole use and behoof; and for the use and behoof of its legal representatives,
to the full end of the term for which said Patent may be granted, as fully and entirely as
the same would have been held by me had this assignment and sale not been made.

IN WITNESS WHEREOF, executed by the undersigned on the date opposite the
undersigned's name.

Date: 1/31/11


Patty Luts, Applicant