

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
William H. Lach	04/07/2011
Heath A. Doty	04/07/2011
Donald J. Fedorko	04/07/2011
<b>RECEIVING PARTY DATA</b>	
Name:	Thumbs-Up, Inc.
Street Address:	5081 South Nettleton Avenue
City:	Springfield
State/Country:	MISSOURI
Postal Code:	65810
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	13085598
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(314)259-2020
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	daniel.crowe@bryancave.com
Correspondent Name:	Daniel A. Crowe
Address Line 1:	Bryan Cave LLP
Address Line 2:	211 N. Broadway, Suite 3600
Address Line 4:	St. Louis, MISSOURI 63102
ATTORNEY DOCKET NUMBER:	0313060
NAME OF SUBMITTER:	Daniel A. Crowe
Total Attachments: 4 source=Assignment_0313060#page1.tif source=Assignment_0313060#page2.tif source=Assignment_0313060#page3.tif source=Assignment_0313060#page4.tif	

CH \$40.00 13085598

## ASSIGNMENT

In consideration of the sum of ten dollars (\$10.00), and other good and valuable consideration, paid to the undersigned (hereinafter "ASSIGNOR(S)") by THUMBS-UP, INC. (hereinafter "ASSIGNEE"), the receipt and sufficiency of which is hereby acknowledged, ASSIGNEES do hereby sell, assign, transfer, convey, and set over unto the said ASSIGNEE, their entire right, title, and interest in, to and under the invention and/or improvement in DEVICE FOR RETAINING A PORTABLE ELECTRONIC COMPONENT, said invention being fully described and/or claimed in the application for Letters Patent of the United States of America executed concurrently herewith, and any patent applications, continuation, continuation-in-part, continuing, divisional, reissue, reexamination, foreign counterpart, Patent Cooperation Treaty, or the like, applications and patents relating thereto, or which may be filed therefor, and any Letters Patent which may be granted and issued therefor in or for the United States of America, and all foreign countries, as well as any and all know-how and/or confidential, proprietary, and/or trade secret information relating to any such inventions, applications, patents and/or technology, including all treaty and convention rights, and the right to sue for present, past, and future infringement or misappropriation, and to enforce any rights and file any causes of action related thereto (either in law or equity), and to all income, royalties, fees, damages, and payments now or hereafter due or payable in respect thereto, the same to be held and enjoyed by said ASSIGNEE, its successors and assigns, to the full extent permissible under any applicable laws and ends of the terms for which all Letters Patents therefor may be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

And said ASSIGNEE is hereby authorized to make application for and to receive Letters Patent for said invention in any of said countries at its election.

And the Assistant Commissioner for Patents in the United States of America, and all foreign governing authorities or bodies, is hereby authorized and requested to issue any and all Letters Patent of the United States of America, and of any foreign countries, for said invention to said ASSIGNEE.

And by this covenant the ASSIGNOR(S) hereby agree to execute or procure any further necessary assurance of title to said invention and patent application, continuation, continuation-in-part, continuing, divisional, reissue, reexamination, foreign counterpart, Patent Cooperation Treaty, or the like, applications and patents relating thereto, and at any time, upon the request and at the expense of said ASSIGNEE, will execute and deliver any and all papers that may be necessary or desirable to perfect the title to, or record the ownership of, said invention, applications, or any Letters Patents which may be filed or granted therefor in said ASSIGNEE, its successors, assigns, or other legal representatives, and, upon the request and at the expense of said ASSIGNEE, will execute any additional or divisional applications for patents for said invention, or any part or parts thereof, and for the reissue of any Letters Patents to be granted therefor, and will make all rightful oaths and do all lawful acts requisite for procuring the same or for aiding therein, without further compensation, but at the expense of said ASSIGNEE, its successors, assigns, or other legal representatives.

**FIRST INVENTOR**

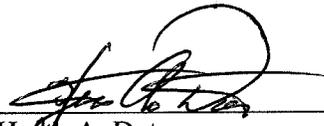
Dated: 4/7/11

William H. Lach  
William H. Lach

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**SECOND INVENTOR**

Dated: 07/APR/2011

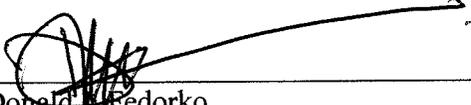
  
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**THIRD INVENTOR**

Dated: 4.7.2011

  
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