

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Robert GOOCH	04/21/2011
Douglas STOUT	04/21/2011
RECEIVING PARTY DATA	
Name:	Kristin Marie Raffone VAZQUEZ
Street Address:	13243 South Aintree Avenue
City:	Draper
State/Country:	UTAH
Postal Code:	84020
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12941950
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Jefferson IP Law, LLP
Address Line 1:	1130 Connecticut Ave., NW, Suite 420
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036
ATTORNEY DOCKET NUMBER:	0113-0003
NAME OF SUBMITTER:	Raymond B. Persino
Total Attachments: 3 source=0113-0003AssignmentAsFiled#page1.tif source=0113-0003AssignmentAsFiled#page2.tif source=0113-0003AssignmentAsFiled#page3.tif	

OP \$40.00 12941950

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

1) Robert GOOCH and 2) Douglas STOUT

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Kristin Marie Raffone VAZQUEZ

Internal Address: _____

Street Address: 13243 South Aintree Avenue

City: Draper

State: UT

Country: US Zip: 84020

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) April 21, 2011

- Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

12/941,950

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Jefferson IP Law, LLP

Internal Address: Raymond B. Persino

Street Address: 1130 Connecticut Ave., NW, Suite 420

City: Washington

State: DC Zip: 20036

Phone Number: 202-293-0804

Fax Number: 202-403-3587

Email Address: usdocketing@jeffersonip.com

6. Total number of applications and patents involved: One**7. Total fee (37 CFR 1.21(h) & 3.41) \$** _____

- Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

/Raymond B. PERSINO/ Reg. No. 58,082

April 25, 2011

Signature

Date

Raymond B. Persino

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

Assignment

WHEREAS, the following inventors, namely 1) Kristin Marie Raffone VAZQUEZ, a citizen of the United States and residing at 13243 South Aintree Avenue, Draper, Utah 84020, United States (hereinafter called "Assignee"), and 2) Robert GOOCH and 3) Douglas STOUT, both citizens of the United States and residing respectfully at 2) 751 West 550 South, Orem, Utah 84058, United States, and 3) 341 South 250 East, Orem, Utah 84058, United States (hereinafter called "Assignors"), having made or discovered certain new, useful and non-obvious improvements in an invention having a working title of:

TECHNIQUES FOR AT LEAST ONE OF TRANSPORT, STORAGE, AND DISPLAY OF ONE OR MORE ITEMS OF AT LEAST ONE OF APPAREL AND ACCESSORIES,

for which a United States Patent Application was filed on November 8, 2010, and assigned Serial No. 12/941,950; and,

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest therein;

NOW, THEREFORE, BE IT KNOWN that for and in good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors do hereby sell, assign and transfer unto said Assignee the entire and exclusive worldwide right, title and interest in and to all said inventions and discoveries disclosed in said application, and in and to said application, any and all substitutions, divisions, provisionals, conversions of provisionals and continuations thereof, and in and to all Letters Patent, United States and foreign, that may be granted for said inventions and discoveries, and in and to all extensions, renewals and reissues thereof, and the right to file any foreign application and/or claim priority under the provisions of any international treaty or convention arising from this application or any divisional, continuing, substitute or reissue application therefrom. The aforesaid assignment includes the right in and to all income, royalties, damages and payments, now or hereafter due or payable with respect to any Letters Patent which may be granted, and in and to all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment, as fully and entirely as the same would have been held and enjoyed by Assignors if this sale, assignment and transfer had not been made.

Assignors covenant and agree, without further compensation to said Assignors but at Assignee's expense:

- a. to execute:
 - i. all papers to be used in connection with this application and any divisional, continuing, substitute or reissue application thereof, as the Assignee may deem necessary or expedient, and
 - ii. all papers in connection with any interference, litigation, mediation, arbitration or other proceeding relating to this application or any divisional, continuing, substitute or reissue application thereof, as may be necessary or expedient;
- b. to cooperate with the Assignee in every way possible in obtaining evidence and going forward in any interference, litigation, mediation, arbitration or other proceeding relating to said invention, said application and any divisional, continuing, substitute or reissue application thereof;
- c. to communicate to the Assignee any facts relating to said invention, said application and any divisional, continuing, substitute or reissue application thereof, including evidence for any interference, litigation, mediation, arbitration or other proceeding relating to said invention, whenever requested;

- d. to testify in any interference, litigation, mediation, arbitration or other proceeding relating to said invention, said application and any divisional, continuing, substitute or reissue application thereof whenever requested; and
- e. to perform all other affirmative acts which may be necessary or desirable to secure full and complete protection of the inventions and discoveries or that may be necessary or desirable to vest in Assignee the complete title to the inventions and discoveries and Letters Patent hereby conveyed and to enable Assignee to record title.

Assignors hereby authorize and request the United States Patent and Trademark Office or any other issuing authority to issue any and all Letters Patent that may be granted upon this invention and/or this application or any divisional, continuing, substitute or reissue application thereof to the Assignee, its legal representatives, successors and assigns.

Assignors each hereby represent, covenant and warrant that he or she has the full right to convey the entire right, title and interest by this instrument, free of any encumbrances and that no other agreement has been or will be executed in conflict herewith.

The provisions of this Assignment are binding upon each Assignor's heirs, legal representatives and/or administrators and assigns.

Assignors hereby grant to the law firm of Jefferson IP Law, LLP of Washington, DC and its attorneys and agents as associated with Customer No. 68103 the authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent and Trademark Office or a Patent Office of any foreign country.

Signature of First Assignor:

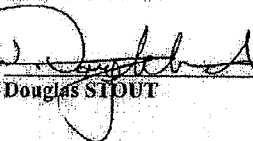


 Robert GOOCH

4/21/11

 Date

Signature of Second Inventor:



 Douglas STOUT

4/21/11

 Date