PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Filip Sedic	08/30/2011

RECEIVING PARTY DATA

Name:	LELO Inc.	
Street Address:	4320 Stevens Creek Blvd., Suite 205	
City:	San Jose	
State/Country:	CALIFORNIA	
Postal Code:	95129	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29396681

CORRESPONDENCE DATA

Fax Number: (650)938-5200 Phone: 415.875.2444

Email: cbergeron@fenwick.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Correspondent Name: Robert A. Hulse
Address Line 1: Fenwick & West LLP

Address Line 2: 555 California Street, 12th Floor
Address Line 4: San Francisco, CALIFORNIA 94104

ATTORNEY DOCKET NUMBER: 28480-18987

NAME OF SUBMITTER: Robert A. Hulse

Total Attachments: 2

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PATENT REEL: 027129 FRAME: 0282 340 00 028

ASSIGNMENT

For good and valuable consideration, the receipt of which is beneby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has solid assigned, and transferred and does hereby sell, assign, and transfer to LELO Inc., a California corporation, having a place of business at 4320 Stevens Creek Blvd., Suite 205, San Jose, California 95)29, ("ASSIGNEE"), for itself and its successors, transferrers, and assignees, the following:

- 1. The entire worldwide right, this, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional application filed under 35 U.S.C. § 111(b), non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):
 - Application No. 29/396,681, entitled "Complex Massager," filed on July S. 2011
- The entire worldwide right, title, and interest in mid to:

 (a) the APPLICATION: (b) all applications claiming priority from the APPLICATION:

 (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related therste which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including missues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (c) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to move damages for infringement of provisional rights.

INVENTOR agrees that ASSIONEE may apply for end oxidive patents for SUBJECT MATTER in ASSIGNEE's over name.

INVENTOR agrees to do the following, when naturated, and without further consideration, in order to carry out the huma of this Ansignment (I) execute all outhous suggestions, powers of stormey, applications, and other papers necessary or destrable to fully secure to ANSIGNEE the rights, thies and interests berein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful cars that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patient protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, using, or legal representative of ASSIGNEE with the bound'ts and assistance provided to ASSIGNEE hereigneer.

(NVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and coverants with ASSIGNEE that the INVENTOR has not reade and will not become make any assignment, grant, mortgage, thouse, or other agreement affecting the rights, sides, and interests herein conveyed.

This: Filed: Application No.: Couples Massager July 5, 2011 19/396,681

INVENTOR grants the attorney of record the power to insent on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Same and Signature

Date of Signature

30.8 .2031

Pilip Sedist

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America Costos No.: 28480-1888)

RECORDED: 10/26/2011