

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Charles D. Cole III	11/04/2011
RECEIVING PARTY DATA	
Name:	Stone Age Equipment, Inc.
Street Address:	1419 West State Street
City:	Redlands
State/Country:	CALIFORNIA
Postal Code:	92373
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	7370440
Patent Number:	7373738
Patent Number:	7418791
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Total Attachments: 3 source=11-04-2011 Assignment#page1.tif source=11-04-2011 Assignment#page2.tif source=11-04-2011 Assignment#page3.tif	

CH \$120.00 7370440

ASSIGNMENT
(Patent)

Charles D. Cole, III, a resident of the State of California (hereinafter, "Assignor") owns all rights, titles and interests throughout the world in and to certain Patents listed on Exhibit A attached hereto (collectively referred to as the "Patents") and the intellectual property implicitly or explicitly disclosed, embodied, shown or claimed in the Patents (collectively referred to as the "Inventions").

Stone Age Equipment, Inc., a corporation duly organized under the laws of the State of California, U.S.A., having a principal place of business at 1419 West State Street, Redlands, California 92373 U.S.A. (hereinafter, "Assignee") desires to acquire all rights, titles, and interests in and to the Inventions and the Patents throughout the world.

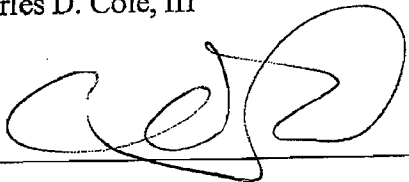
In consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor:

1. Has sold, assigned, transferred and conveyed, and hereby sells, assigns, transfers, and conveys, to Assignee all rights, titles and interests in and to:
 - (a) the Inventions throughout the world,
 - (b) all Patents, the right to claim priority to the Patents, and all U.S. and non-U.S. registrations, utility models, industrial designs, design patents, counterparts, continuations, continuations-in-part, divisions, reissues, renewals, substitutes, extensions, reexaminations, post-grant reviews, inter partes reviews and supplemental examinations of any of the Patents, all for the full term or terms for which the same may be granted (collectively, the "Patent Rights"); and
 - (c) all claims for damages by reason of past infringement of any of the Patent Rights (including provisional rights to reasonable royalties pursuant to 35 U.S.C. §154(d)) and the right to sue for and collect such damages and royalties for Assignee's own use.
2. Authorizes and requests the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue any and all Patent Rights to Assignee.
3. Agrees to sign, and procure signature of, all papers and documents, including without limitation, applications, declarations, oaths, assignments and petitions, and, at Assignee's expense, perform any acts, necessary in Assignee's reasonable opinion in connection with prosecution, maintenance or enforcement of any of the Patent Rights.
4. Agrees that the terms, covenants, and conditions of this Assignment shall inure to the benefit of Assignee, its successors, assigns and other legal representative, and shall be binding upon Assignor and its successors, legal representatives, and assigns.

Signed on the date(s) set forth below.

ASSIGNOR:

Charles D. Cole, III



A handwritten signature in black ink, consisting of a large, stylized 'C' followed by a series of loops and a final downward stroke, positioned above a horizontal line.

Date: NOVEMBER 4, 2011

EXHIBIT A

Patent No.	Inventor	Title	Issue Date
U.S. 7,370,440	Charles D. Cole, III	Footwear Cinch	May 13, 2008
U.S. 7,373,738	Charles D. Cole, III	Surface Contact Maximizing Shoe, Outsole and Rand	May 20, 2008
U.S. 7,418,791	Charles D. Cole, III	Apparatus and Methods for Embedded Rubber Outer	Sept. 2, 2008

US2008 2983086.2