

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

Atty Ref/Docket No.: 3573.002US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Charles M. Hengel, Bryan Stave, Art Brown

Additional name(s) of conveying party(ies) attached?

[] Yes [X] No

2. Name and address of receiving party(ies):

Name: Marketing Architects

Street Address: 110 Cheshire LN #200

City: Minnetonka State: MN Zip: 55305-1041Country: United States of America

3. Nature of conveyance:

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

[X] Assignment

[] Merger

[] Security Agreement [] Change of Name

[] Other

Execution Date: January 18, 2012, January 18, 2012,
January 18, 2012

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 13/350,144, filed January 13, 2012

Additional numbers attached? [] Yes [X] No

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

Name: Matthew L. Prater

Address:

Schwegman, Lundberg & Woessner, P.A.

P.O. Box 2938

Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41):\$ 40.00

[] Enclosed

[X] Authorized to be charged to deposit account
19-07438. Please charge any additional fees or credit any over
payments to our Deposit Account No.: 19-0743

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Matthew L. Prater/Reg. No. 61,891March 5, 2012

Name of Person Signing

Signature

Date

Total number of pages including cover sheet: 6

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks**Mail Stop Assignment Recordation Services****P.O. Box 1450****Alexandria, VA 22313-1450**

700481647

PATENT
REEL: 027845 FRAME: 0405

CH \$40.00 190743 13350144

Attorney Docket No. 3573.002US1

ASSIGNMENT

WHEREAS, We, Charles M. Hengel, residing at 3005 Maplewood Road, Woodland, MN 55391, and Bryan Stave, residing at 7601 Bush Lake Drive, Bloomington, MN 55438, and Art Brown, residing at 10551 Greenbrier Road, Apt. 324, Minnetonka, MN 55305, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent on January 13, 2012, which application was assigned U.S. patent application serial number 13/350,144, and is entitled PLUSH FIGURE INCLUDING MULTI-CHAMBER STORAGE SYSTEM;

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, ASSIGN AND TRANSFER to Marketing Architects (the "Assignee"), a corporation of the State of Minnesota, having a place of business at 110 Cheshire LN #200, Minnetonka, MN 55305-1041, the entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 21186 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

Additional Application Information

U.S. Provisional Application Serial No. 61/559,700, filed on November 14, 2011.

No U.S. Non-Provisional claim for priority is being made at this time.

No International or foreign claim for priority is being made at this time.

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

ASSIGNMENT

Assignors: Charles M. Hengel et al.

Title: PLUSH FIGURE INCLUDING MULTI-CHAMBER STORAGE SYSTEM

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Docket No: 3573.002US1

Serial Number: 13/350,144

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and/or property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such improvements in the Assignee, or for securing, maintaining and enforcing proper patent protection for such improvements;

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned, and is to extend to the benefit of the successors, assigns and nominees of the Assignee.

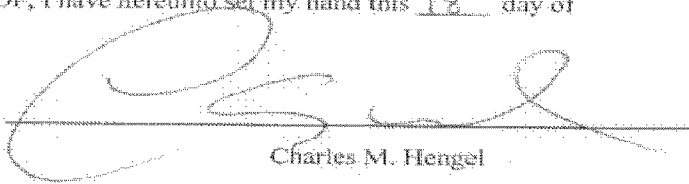
AGREED as of the date of my signature below:

ASSIGNMENT

Assignors: Charles M. Hengel et al.

Title: PLUSH FIGURE INCLUDING MULTI-CHAMBER STORAGE SYSTEM

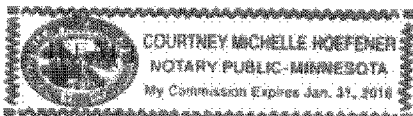
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Docket No: 3573-002US1
Serial Number: 13/330,144IN TESTIMONY WHEREOF, I have hereunto set my hand this 18 day ofJanuary, 2012.
Charles M. HengelSTATE OF Minnesota)

)ss

COUNTY OF Hennepin)

On this 18 day of January, 2012 before me personally appeared Charles M. Hengel, to me known and known to me to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.


Notary Public

PATENT

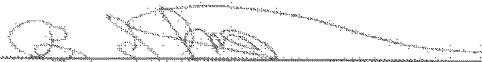
REEL: 027845 FRAME: 0408

ASSIGNMENT

Assignors: Charles M. Hengst et al.

Title: PLUSH FIGURE INCLUDING MULTI-CHAMBER STORAGE SYSTEM

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Docket No: 3573-0024781
Serial Number: 13/350,144IN TESTIMONY WHEREOF, I have hereunto set my hand this 18 day ofJanuary, 2012.

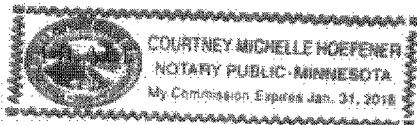
Bryan Stave

STATE OF Minnesota)

)ss

COUNTY OF Hennepin)

On this 18 day of January, 2012 before me personally appeared Bryan Stave, to me known and known to me to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.




Notary Public

ASSIGNMENT

Assignors: Charles M. Bengel et al.

Title: FLUSH FIGURE INCLUDING MULTI-CHAMBER STORAGE SYSTEM

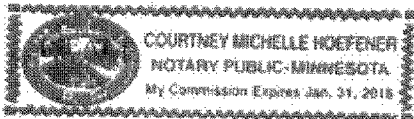
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Docket No: 3573-003US1
Serial Number: 136350144IN TESTIMONY WHEREOF, I have hereunto set my hand this 18 day ofJanuary, 2012.
Art BrownSTATE OF Minnesota)

)ss.

COUNTY OF Hennepin)

On this 18 day of January, 2012 before me personally appeared Art Brown, to me known and known to me to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.


Notary Public