

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Robert S Hinds</td> <td>03/22/2012</td> </tr> <tr> <td>Robert A Braier</td> <td>03/22/2012</td> </tr> <tr> <td>John Stephenson</td> <td>03/22/2012</td> </tr> </tbody> </table>		Name	Execution Date	Robert S Hinds	03/22/2012	Robert A Braier	03/22/2012	John Stephenson	03/22/2012		
Name	Execution Date										
Robert S Hinds	03/22/2012										
Robert A Braier	03/22/2012										
John Stephenson	03/22/2012										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Kayo, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>404 Holtzman Rd</td> </tr> <tr> <td>City:</td> <td>Madison</td> </tr> <tr> <td>State/Country:</td> <td>WISCONSIN</td> </tr> <tr> <td>Postal Code:</td> <td>53713</td> </tr> </table>		Name:	Kayo, Inc.	Street Address:	404 Holtzman Rd	City:	Madison	State/Country:	WISCONSIN	Postal Code:	53713
Name:	Kayo, Inc.										
Street Address:	404 Holtzman Rd										
City:	Madison										
State/Country:	WISCONSIN										
Postal Code:	53713										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13498012</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13498012						
Property Type	Number										
Application Number:	13498012										
CORRESPONDENCE DATA											
<p>Fax Number: (608)252-9243</p> <p>Phone: 608 255 8891</p> <p>Email: msh@dewittross.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Intellectual Property Dept. Dewitt Ross</p> <p>Address Line 1: 2 East Mifflin Street</p> <p>Address Line 2: Suite 600</p> <p>Address Line 4: Madison, WISCONSIN 53703-2865</p>											
ATTORNEY DOCKET NUMBER:	54599.043										
NAME OF SUBMITTER:	Marilyn Hanson										
Total Attachments: 18											

OP \$40.00 13498012

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ASSIGNMENT

This document is an ASSIGNMENT made by ASSIGNORS:

HINDS, Robert S.	of	137 East Wilson Street Madison, WI 53703
BRAIER, Robert A.	of	3038 Bosshard Drive Madison, WI 53711
STEPHENSON, John	of	1822 Van Hise Avenue Madison, WI 53711

to ASSIGNEE:

KAYO, INC. (a Wisconsin corporation)	of	404 Holtzman Rd. Madison, WI 53713
---	-----------	---

WHEREAS:

In a prior Assignment now recorded in the U.S. Patent and Trademark Office (USPTO) at Reel 024614, Frame 0039, Robert A. Braier, Jef Hinds, Ray Rollins, William Sotis, John Stephenson, and Lifeline International, Inc. assigned all of their right, title and interest in the patent applications noted below, and in the inventions claimed and otherwise described therein, to Robert S. Hinds (with a copy of this prior Assignment being appended as EXHIBIT A);

In a prior Assignment now recorded in the U.S. Patent and Trademark Office (USPTO) at Reel 027460, Frame 0618, Robert S. Hinds assigned all of his right, title and interest in the patent applications noted below, and in the inventions claimed and otherwise described therein, to Kayo, Inc. (with a copy of this prior Assignment being appended as EXHIBIT B);

The ASSIGNORS, who are the inventors of the matter claimed in the PCT (International) application noted below as of March 8, 2012 (the date of mailing of the final International Preliminary Examination Report for the PCT application), now wish to confirm and memorialize the prior Assignments, and the ownership of the applications noted below, and the inventions claimed and otherwise described therein.

1. Assignment.

To the extent not already sold and assigned to the ASSIGNEE, each ASSIGNOR hereby sells and assigns to the ASSIGNEE, and to the ASSIGNEE's successors and assignees, his entire right, title and interest (if any) in the following patent applications and the inventions claimed and otherwise described therein:

Int'l. Serial No.: PCT/US2010/051123
Int'l. Filing Date: 1 October 2010
Priority From: US 61/248,227 filed 2 October 2009
Title (as filed): EXERCISE DEVICES WITH FORCE SENSORS
Inventor(s): HINDS, Robert S.; BRAIER, Robert A.; STEPHENSON, John

US Appln. No.: 61/248,227
US Filing Date: 2 October 2009
Title (as filed): FORCE SENSOR FOR EXERCISE CABLES
Inventor(s): BRAIER, Robert A.; HINDS, Jef; HINDS, Robert S.; ROLLINS, Ray; SOTIS, William; STEPHENSON, John

Each ASSIGNOR acknowledges that his entire beneficial interest in the inventions to which the above applications relate is irrevocably vested in the ASSIGNEE, including all patent applications in the United States and elsewhere, the right to apply for patent or other protection in the United States and elsewhere, and the right to claim priority under any International Conventions for such applications. Each ASSIGNOR assents to the making of any such applications and any substitutes, refiles, divisions, or continuations resulting from any such applications, with or without priority claims. Each ASSIGNOR acknowledges that the ASSIGNEE holds all right, title and interest in the inventions and any applications related thereto as fully and completely as they would have been held by the ASSIGNOR had this ASSIGNMENT not been made, including any right, title and interest in and to any causes of action for infringement, and the right to sue and collect damages for any infringement.

2. Other Matter Encompassed.

This sale and assignment extends to the previously-noted matter, and also to (a) any related substitute, refile, divisional, or continuation applications filed in the United States and elsewhere; (b) any subsequent patent applications filed in the United States or elsewhere claiming the benefit of priority to this or any of the aforementioned applications; (c) any patents issuing out of any of the aforementioned applications, and any reissues or extensions of such patents; and (d) any other patent applications or patents relating to the inventions set forth in the applications identified above.

3. Assignor Assistance in Securing Rights.

Each ASSIGNOR covenants that he will at any time and upon request execute and deliver any and all papers that may be necessary or desirable to perfect the title in the inventions, or the title in any application regarding the inventions or in any patents that may be granted for the inventions. If the ASSIGNEE or its successors or assignees desire to make substitute, refile, division, or

continuation applications for the inventions, or to secure a reissue or extension of a patent for the inventions, or to file a disclaimer relating to the inventions, or to make an application for a corresponding patent in any foreign country, the ASSIGNORS covenant that they will at any time and upon request sign all papers, make all rightful oaths, and do all lawful acts necessary for these purposes, but at the expense of the ASSIGNEE.

The ASSIGNORS covenant that they will at all times communicate to the ASSIGNEE, its successors, assigns, and legal representatives, all facts relating to the inventions and any applications or patents relating to the invention known to them, and testify as to these facts in interferences or other litigation when requested to do so, but at the expense of the ASSIGNEE.

Executed by Robert S. Hinds on this 22 day of MARCH 2012.

ASSIGNOR:

Robert S. Hinds

Robert S. Hinds (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of his own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of:

Wisconsin

Robin M. Jafar
NOTARY PUBLIC - NAME

SEAL

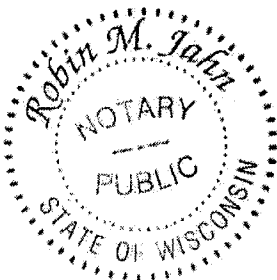
County of:

Dane

3/22/2012
DATE OF NOTARIZATION

My commission expires:

10/27/2013



Executed by Robert A. Braier on this 22 day of March, 2012.


ASSIGNOR: 

Robert A. Braier

Robert A. Braier (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of his own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of:

Wisconsin

 NOTARY PUBLIC - NAME Robin M. Jahn

3/22/2012

DATE OF NOTARIZATION

County of:

Dane

My commission expires:

10/27/2013



Executed by John Stephenson on this 22 day of March, 2012.

ASSIGNOR: 

John Stephenson

John Stephenson (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of his own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of:

Wisconsin

 NOTARY PUBLIC - NAME

10/27/2013 3/22/2012

DATE OF NOTARIZATION

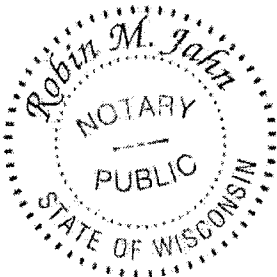
County of:

Dane

My commission expires:

10/27/2013

SEAL



Acknowledged and accepted by Kayo, Inc. on this 22 day of MARCH, 2012.

FOR THE ASSIGNEE:

Signature

DAVID J GRANDIN
Printed Name

PRESIDENT & CEO
Title / Office within Kayo, Inc.

The signer above (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of his own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of:

Wisconsin

NOTARY PUBLIC - NAME

SEAL

County of:

Dane

3/22/2012
DATE OF NOTARIZATION

My commission expires:

10/27/2013

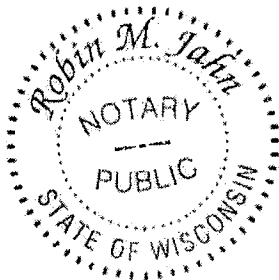


EXHIBIT A

MARCIA LAYTON COMPANY:DEWITT ROSS & STEVENS S.C.



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE



JUNE 30, 2010

501219631A

PTAS

MARCIA LAYTON
DEWITT ROSS & STEVENS S.C.
2 E. MIFFLIN STREET, SUITE 600
MADISON, WI 53703-2865

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 06/30/2010

REEL/FRAME: 024614/0039
NUMBER OF PAGES: 9

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).
DOCKET NUMBER: 54599043

ASSIGNOR:

BRAIER, ROBERT A.

DOC DATE: 06/25/2010

ASSIGNOR:

HINDS, JEF

DOC DATE: 06/24/2010

ASSIGNOR:

ROLLINS, RAY

DOC DATE: 06/24/2010

ASSIGNOR:

SOTIS, WILLIAM

DOC DATE: 06/25/2010

ASSIGNOR:

STEPHENSON, JOHN

DOC DATE: 06/21/2010

ASSIGNOR:

LIFELINE INTERNATIONAL, INC.

DOC DATE: 06/21/2010

USPTO
MARCIA LAYTON COMPANY:DEWITT ROSS & STEVENS S.C.

024614/0039 PAGE 2

ASSIGNEE:

HINDS, ROBERT S.
3201 SYENE ROAD
MADISON, WISCONSIN 53713

SERIAL NUMBER: 61248227

PATENT NUMBER:

TITLE: FORCE SENSOR FOR EXERCISE CABLES

FILING DATE: 10/02/2009

ISSUE DATE:

ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION

ASSIGNMENT

This document is an ASSIGNMENT made by ASSIGNORS:

BRAIER, Robert A	of	3038 Bosshard Drive Madison, WI 53711
HINDS, Jef	of	541 Woodside Terrace Madison, WI 53711
ROLLINS, Ray	of	648 Spruce Circle Verona, WI 53593
SOTIS, William	of	3057 Bosshard Drive Fitchburg, WI 53711
STEPHENSON, John	of	1822 Van Hise Avenue Madison, WI 53711
Lifeline International, Inc. (Wisconsin Corporation)	of	3201 Syene Rd. Madison, WI 53713

to ASSIGNEE:

Robert S. Hinds	of	3201 Syene Rd. Madison, WI 53713
-----------------	----	-------------------------------------

(owner of ASSIGNEE Lifeline International, Inc.).

IN CONSIDERATION of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is acknowledged:

1. Assignment.

Each ASSIGNOR sells and assigns to the ASSIGNEE, and to the ASSIGNEE's successors and assignees, their entire right, title and interest in the invention set forth in the following United States provisional patent application:

Title (as filed):	Force Sensor for Exercise Cables
Inventor(s):	BRAIER, Robert A; HINDS, Jef; HINDS, Robert S.; ROLLINS, Ray; SOTIS, William; STEPHENSON, John
U.S. Filing Date:	2 October 2009
U.S. Serial No.:	61/248,227

Each ASSIGNOR acknowledges that their entire beneficial interest in the invention to which the above application relates is irrevocably vested in the ASSIGNEE, including the right to apply for protection in all countries abroad and the right to claim priority under any International Conventions for such applications, and assent to the making of any such applications and any substitutes, refiles, divisions, or continuations resulting from any such

applications, with or without priority claims. Each ASSIGNOR acknowledges that the ASSIGNEE shall hold all right, title and interest in the invention as fully and completely as they would have been held by the ASSIGNOR had this ASSIGNMENT not been made, including any right, title and interest in and to any causes of action for infringement, and the right to sue and collect damages for any infringement.

2. Other Matter Encompassed.

This sale and assignment extends to the previously-noted matter, and also to (a) any related substitute, refile, divisional, or continuation applications filed in the United States and elsewhere; (b) any subsequent patent applications filed in the United States or elsewhere claiming the benefit of priority to this or any of the aforementioned applications; (c) any patents issuing out of any of the aforementioned applications, and any reissues or extensions of such patents; and (d) any other patent applications or patents relating to the invention set forth in the application(s) identified above.

3. Assignor Certification of Ownership.

Each ASSIGNOR covenants that they have the full right to convey their entire right, title and interest in the invention to the ASSIGNEE, and that they have not executed and will not execute any agreement in conflict with this ASSIGNMENT.

4. Assignor Assistance in Securing Rights.

Each ASSIGNOR covenants that they will at any time and upon request execute and deliver any and all papers that may be necessary or desirable to perfect the title in the invention, or the title in any application regarding the invention or in any patents that may be granted for the invention. If the ASSIGNEE or its successors or assignees desire to make substitute, refile, division, or continuation applications for the invention, or to secure a reissue or extension of a patent for the invention, or to file a disclaimer relating to the invention, or to make an application for a corresponding patent in any foreign country, the ASSIGNORS covenant that they will at any time and upon request sign all papers, make all rightful oaths, and do all lawful acts necessary for these purposes, but at the expense of the ASSIGNEE.

The ASSIGNORS covenant that they will at all times communicate to the ASSIGNEE, its successors, assigns, and legal representatives, all facts relating to the invention and any applications or patents relating to the invention known to them, and testify as to these facts in interferences or other litigation when requested to do so, but at the expense of the ASSIGNEE.

Executed by Robert A. Braier on this 25 day of June, ²⁰¹⁰~~2010~~ RG

ASSIGNOR: [Signature]

Robert A. Braier

Robert A. Braier (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of:

WISCONSIN

ZACH SCHEELER

NOTARY PUBLIC - NAME

6/25/2010

DATE OF NOTARIZATION

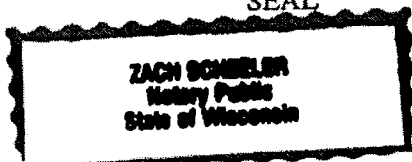
County of:

DANE

My commission expires:

7/25/2010

SEAL



Executed by Jef Hinds on this ____ day of _____, 2009.

ASSIGNOR: _____

Jef Hinds

Jef Hinds (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of:

NOTARY PUBLIC - NAME

SEAL

County of:

DATE OF NOTARIZATION

My commission expires:

Executed by Robert A. Braier on this ____ day of _____, 2009.

ASSIGNOR: _____
Robert A. Braier

Robert A. Braier (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of: _____

NOTARY PUBLIC - NAME

SEAL

County of: _____

DATE OF NOTARIZATION

My commission expires: _____

Executed by Jef Hinds on this 24 day of JUNE, 2010. JH

ASSIGNOR: _____
Jef Hinds

Jef Hinds (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of: _____

WISCONSIN

Auna Hales
NOTARY PUBLIC - NAME

SEAL

County of: _____

6/24/2010
DATE OF NOTARIZATION

My commission expires: _____

FEB 02, 2014

Executed by Ray Rollins on this 24 day of June, 2009.

ASSIGNOR: *Ray Rollins*
Ray Rollins

Ray Rollins (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of:

Wisconsin

Joe Vogel
NOTARY PUBLIC - NAME

SEAL

24 June 2010
DATE OF NOTARIZATION

County of:

Dane

My commission expires:

04/27/2014

Executed by William Sotis on this ____ day of _____, 2009.

ASSIGNOR: _____
William Sotis

William Sotis (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of:

NOTARY PUBLIC - NAME

SEAL

DATE OF NOTARIZATION

County of:

My commission expires:

Executed by Ray Rollins on this ____ day of _____, 2009.

ASSIGNOR: _____
Ray Rollins

Ray Rollins (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of: _____

NOTARY PUBLIC - NAME

SEAL

County of: _____

DATE OF NOTARIZATION

My commission expires: _____

Executed by William Sotis on this 25 day of June, ~~2009~~ 2010

ASSIGNOR: _____

William Sotis
William Sotis

William Sotis (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.

State of: _____

WISCONSIN

ZACH SCHEELER
NOTARY PUBLIC - NAME

6/25/2010

DATE OF NOTARIZATION

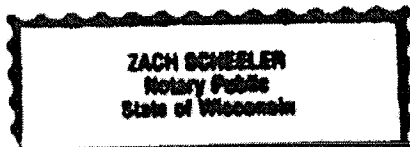
SEAL

County of: _____

DANE

My commission expires: _____

7/25/2010



Executed by John Stephenson on this 21st day of June, 2010 43 2009.

ASSIGNOR: [Signature]
John Stephenson

John Stephenson (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.



State of: WI NOTARY PUBLIC - NAME Jean E Ackers
DATE OF NOTARIZATION 6-21-2010
County of: Dane My commission expires: 5-26-2013

Executed on behalf of Lifeline International, Inc. on this 21st day of June, 2010 44 2009.

ASSIGNOR: [Signature]
Robert S. Hinds (Owner of Lifeline International, Inc.)

Robert S. Hinds (1) appeared before me; (2) provided identification verifying that he is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of he own free will; and (5) either signed the document above, or confirmed that he made the signature above.



State of: WI NOTARY PUBLIC - NAME Jean E Ackers
DATE OF NOTARIZATION 6-21-2010
County of: Dane My commission expires: 5-26-2013

EXHIBIT B



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

DECEMBER 30, 2011

PTAS

JENNIFER L. GREGOR, GODFREY & KAHN,
S.C.
780 NORTH WATER STREET
MILWAUKEE, WI 53202-3590

501772181

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RECORDATION DATE: 12/29/2011

REEL/FRAME: 027460/0618
NUMBER OF PAGES: 2

BRIEF: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

DOCKET NUMBER: 010064-0001

ASSIGNOR:
HINDS, ROBERT S.

DOC DATE: 11/10/2011

ASSIGNEE:
KAYO, INC.
404 HOLTZMAN ROAD
MADISON, WISCONSIN 53713

APPLICATION NUMBER: 61248227
PATENT NUMBER:
TITLE: FORCE SENSOR FOR EXERCISE CABLES

FILING DATE: 10/02/2009
ISSUE DATE:

APPLICATION NUMBER:
PATENT NUMBER:
PCT NUMBER: US1051123
TITLE:

FILING DATE:
ISSUE DATE:

ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION

P.O. Box 1450, Alexandria, Virginia 22313-1450 - WWW.USPTO.GOV

PATENT
REEL: 027953 FRAME: 0091

PATENT APPLICATION AND INVENTION ASSIGNMENT

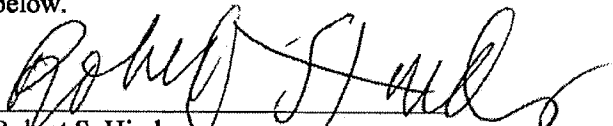
WHEREAS, I, Robert S. Hinds, residing at 3201 Syene Road, Madison, WI 53713, (hereinafter referred to as ASSIGNOR), own all rights in and to the new and useful inventions described in U.S. Patent Application Serial Number 61/248,227 filed October 2, 2009, and International Application Number PCT/US2010/051123 filed October 1, 2010 entitled "Exercise Devices with Force Sensors";

AND WHEREAS, Kayo, Inc., a Wisconsin corporation, having a principal place of business at 404 Holtzman Rd, Madison, (hereinafter referred to as ASSIGNEE), desires to acquire the entire interest in, to, and under said inventions and in, to, and under any patents or similar legal protection relating thereto to be obtained therefor in the United States and in any and all foreign countries.

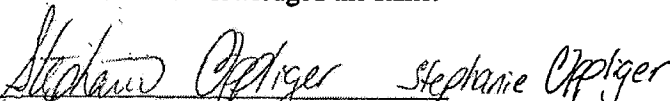
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the issuance by ASSIGNEE to ASSIGNOR of 400,000 shares of Class A Voting Common Stock and 1,680,000 shares of Class B Non-Voting Common Stock and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE the full and exclusive right, title, and interest to said inventions in the United States and its territorial possessions and in all foreign countries and to all patents or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said inventions by said applications or any continuation, continuation-in-part, division, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

ASSIGNOR covenants that it will, upon ASSIGNEE's request, promptly provide ASSIGNEE with all pertinent facts and documents relating to said applications, said inventions and said patents and legal equivalents in foreign countries as may be known and accessible to ASSIGNOR and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, assignments, instruments or affidavits required to apply for, obtain, maintain, issue, and enforce said applications, said inventions and said patents and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

INTENDING TO BE BOUND, ASSIGNOR hereby execute this assignment on the date(s) indicated below.


Robert S. Hinds

Personally came before me this 10th day of November, 2011, the above-named Robert Hinds, who executed the foregoing instrument and acknowledged the same.


Notary Public, State of Wisconsin
My Commission Expires: 2/16/14