

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>Jacob C. Smoot</td> <td>06/04/2012</td> </tr> <tr> <td>Reid S. Smoot</td> <td>06/04/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jacob C. Smoot	06/04/2012	Reid S. Smoot	06/04/2012
Name	Execution Date						
Jacob C. Smoot	06/04/2012						
Reid S. Smoot	06/04/2012						
RECEIVING PARTY DATA							
Name:	Smoot Brothers IP Holding Company, LLC						
Street Address:	1111 West 100 South						
Internal Address:	Suite 2						
City:	Provo						
State/Country:	UTAH						
Postal Code:	84601						
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>29403079</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29403079		
Property Type	Number						
Application Number:	29403079						
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ATTORNEY DOCKET NUMBER:	2353.2.7D						
NAME OF SUBMITTER:	Bryan J. Massey						
Total Attachments: 2 source=2353-2-7D_Assignment#page1.tif source=2353-2-7D_Assignment#page2.tif							

OP \$40.00 29403079

ASSIGNMENT

Whereas, the undersigned Inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") in:

Title of the Invention: FOOTBALL TOY FIGURE WITH BLANKET

and further identified by the Docket Number provided above in the header of this Assignment, for which an application for a United States Patent was executed concurrently herewith or was filed on September 30, 2011, having U.S. Patent Application No.: 29/403,079.


Whereas, Smoot Brothers IP Holding Company, LLC, a Limited Liability Company of Utah, having a place of business at 1111 West 100 South, Suite 2, Provo, Utah 84601, (hereinafter called Smoot Brothers IP Holding Company, LLC), desires to acquire, and each undersigned Inventor desires to grant to Smoot Brothers IP Holding Company, LLC, the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;

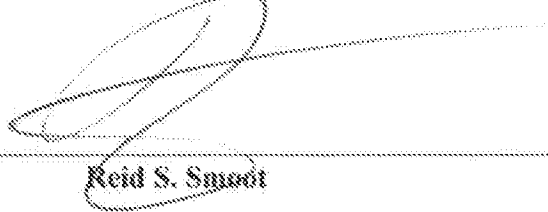
Now, therefore, for good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned Inventor ("ASSIGNOR") hereby sells, assigns, and otherwise transfers to Smoot Brothers IP Holding Company, LLC (the "ASSIGNEE"), its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefore in the United States and in all foreign countries and jurisdictions, including all divisions, divisionals, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned Inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to Smoot Brothers IP Holding Company, LLC, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by Smoot Brothers IP Holding Company, LLC, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned Inventor agrees to execute any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title to the Invention and all related patents and applications, in Smoot Brothers IP Holding Company, LLC, its successors, legal representatives, and assigns, whenever requested by Smoot Brothers IP Holding Company, LLC, its successors, legal representatives, or assigns.

Each undersigned Inventor acknowledges their prior and ongoing obligations to sell, assign, and transfer the rights under this Assignment to Smoot Brothers IP Holding Company, LLC and is unaware of any reason why they may not have the full and unencumbered right to sell, assign, and transfer the rights hereby sold, assigned, and transferred, and has not executed, and will not execute, any document or instrument in conflict herewith. Each undersigned Inventor also hereby grants Smoot Brothers IP Holding Company, LLC, its successors, legal representatives, and assigns, the right to insert in this Assignment any further identification (including, but not limited to, patent Application Number) which may be necessary or desirable for recordation of this Assignment. This Assignment is governed by the substantive laws of the State of Utah, and any disputes will be resolved in a Utah state court or federal court sited in Utah.

[Inventor Signature Page(s) Follows]

The undersigned hereby authorize the patent practitioners filing the U.S. Patent Application referenced herein to add the application serial number and filing date to this assignment document.

Assignor:  Date: 6/4/12
Jacob C. Smoot

Assignor:  Date: 6/4/12
Reid S. Smoot