

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Chase Brammer	07/11/2012
RECEIVING PARTY DATA	
Name:	ICON Health & Fitness, Inc
Street Address:	1500 S. 1000 W.
City:	Logan
State/Country:	UTAH
Postal Code:	84321
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13467794
CORRESPONDENCE DATA	
Fax Number:	
Email:	richard.chang@iconfitness.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Richard K. C. Chang II
Address Line 1:	1500 S. 1000 W.
Address Line 4:	Logan, UTAH 84321
ATTORNEY DOCKET NUMBER:	11-005.15.01
NAME OF SUBMITTER:	Richard K. C. Chang II
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 13467794

United States Patent Application
Title: Exercise System With Display Programming
Inventor(s): Chase Brammer
Docket No.: 11-005.15.01

ASSIGNMENT

I/We, Chase Brammer have invented a method and apparatus entitled EXERCISE SYSTEM WITH DISPLAY PROGRAMMING, hereinafter called the "invention." I/We hereby authorize and request the attorneys associated with USPTO customer number 98114 to insert here in parentheses (Application number: 13/467,794,

Filed: 5/09/2012) the filing date and application number of said application when known.

The Assignee, ICON Health & Fitness, INC., a corporation of the State of Delaware, having a principal place of business at 1500 South 1000 West, Logan, UT 84321, desires to secure the entire right, title and interest in said invention.

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid by the Assignee, the receipt and sufficiency of which I/we hereby acknowledge, I/WE HEREBY ASSIGN TO THE ASSIGNEE:

The entire right, title and interest in said invention in the above-identified United States patent application and in all nonprovisionals, divisions, continuations and continuations-in-part of, or claiming priority to, the above-identified application, and reissues and extensions of Letters Patent or Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and Foreign countries.

The right to file foreign patent applications on said invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

I/We hereby authorize and request the United States Commissioner of Patents and Trademarks, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all patents on said invention to the Assignee as the owner of the entire interest, for the sole use and benefit of the said Assignee, its successors, assigns and legal representatives.

I/We hereby agree, without further consideration and without expense to us, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of us to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue, and other United States and foreign patent applications on said invention, and all lawful documents requested by the Assignee to further the prosecution of any of such patent applications.

Cooperate to the best of our ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension, or infringement proceedings involving said invention.

This assignment and agreement shall be binding upon our heirs and legal representatives.

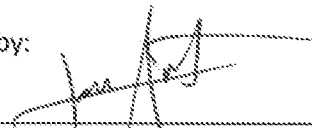
Signature:  Dated this 11 day of July, 2012.

(Printed Name) Chase Brammer

(City and State of Residence) Logan, UT

(Country of Citizenship) US

Witnessed by:

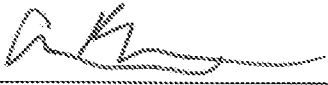
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Logan UT 84341

Signature: 

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Logan, UT 84321