

PATENT ASSIGNMENT

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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>Chase Brammer</td> <td>08/10/2012</td> </tr> <tr> <td>Richard K.C. Chang II</td> <td>08/09/2012</td> </tr> </tbody> </table>		Name	Execution Date	Chase Brammer	08/10/2012	Richard K.C. Chang II	08/09/2012
Name	Execution Date						
Chase Brammer	08/10/2012						
Richard K.C. Chang II	08/09/2012						
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							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13467794</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13467794		
Property Type	Number						
Application Number:	13467794						
CORRESPONDENCE DATA							
Fax Number:	8013281707						
Phone:	8015339800						
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>							
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Address Line 2:	Suite 1000						
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ATTORNEY DOCKET NUMBER:	13915.297.1						
NAME OF SUBMITTER:	Dustin Howell						
Total Attachments: 2 source=13915_297_1_Assignment#page1.tif source=13915_297_1_Assignment#page2.tif							

OP \$40.00 13467794

WHEN RECORDED RETURN TO:

PATENT APPLICATION
Docket No.: 11-005.15.01

Icon Health & Fitness, Inc.
1500 S. 1000 W.
Logan, Utah 84321

ASSIGNMENT

WE, Chase Brammer of Providence, Utah; and Richard K.C. Chang II of Mendon, Utah, have invented a method and apparatus entitled EXERCISE SYSTEM WITH DISPLAY PROGRAMMING, hereinafter called the "invention."

Preferred embodiments of the invention are disclosed in a United States patent application now identified as File No. 11-005.15.01 of Icon Health & Fitness, Inc., 1500 S. 1000 W., Logan, Utah 84321, and filed in the United States Patent and Trademark Office as Serial No. 13/467,794 on May 9, 2012.

Assignee, ICON HEALTH & FITNESS, INC., a corporation of the State of Delaware, having a principal place of business at 1500 S. 1000 W., Logan, Utah, 84321, desires to secure the entire right, title and interest in the invention.

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

The entire right, title and interest in the invention in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of the application, or reissues or 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 the 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.

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 the invention to Assignee as the owner of the entire interest, for the sole use of Assignee, its successors, assigns and legal representatives.

We hereby agree, without further consideration and without expense to us, to sign all lawful papers and to perform all other lawful acts which 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 the invention, and all lawful documents requested by Assignee to further the prosecution of any of such patent applications.

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

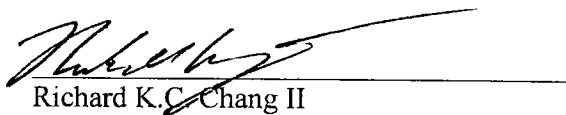
This assignment and agreement shall be binding upon our respective heirs and legal representatives.

DATED 8-10-12.



Chase Brammer

DATED 8 Aug. 9, 2012.



Richard K.C. Chang II