

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Dr. Michael Wexler	03/01/2012
RECEIVING PARTY DATA	
Name:	Simply Amazinc, LLC
Street Address:	3901 IDS Tower
Internal Address:	South 8th Street
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55402
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29399971
CORRESPONDENCE DATA	
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Address Line 2:	Suite 1100
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006-1604
ATTORNEY DOCKET NUMBER:	WEIV=9
NAME OF SUBMITTER:	Sheridan Neimark
Total Attachments: 2 source=WexlerTOSimplyAmazincLLC#page1.tif source=WexlerTOSimplyAmazincLLC#page2.tif	

OP \$40.00 29399971

ASSIGNMENT

Whereas, by virtue of an Assignment recorded in the United States Patent and Trademark Office on Reel 026822, Frame 0431, on August 29, 2011, Dr. Michael Wexler (hereinafter ASSIGNOR), an individual having a place of residence at 1819 Bohland Avenue St. Paul, Minnesota 55116, is the owner of the entire right, title and interest in and to application for United States Letters Patent, Serial No. 29/399,971, filed August 22, 2011, in the name of Moshe Weiss for "SOUND REFLECTOR", and of the invention therein described; and

Whereas, Simply Amazinc, LLC (hereinafter ASSIGNEE), a corporation having a place of business at 3901 IDS Tower, South 8th Street Minneapolis, Minnesota is desirous of acquiring the entire right, title and interest in and to the said invention within the United States of America and its territorial possessions and any United States Letters Patent that may be granted therefor and in and to said application;

Now, Therefore, in consideration of the sum of Ten Dollars (\$10.00) paid by Assignee to Assignor and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned and transferred and by these presents does hereby sell, assign and transfer unto the said Assignee, the entire right, title and interest in and to the said invention within the United States of America and its territorial possessions and in and to any United States Letters Patent that may be granted therefor and in and to the said application and in and to any and all divisions, reissues, continuations and

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extensions thereof and in and to any Letters Patent that may be granted thereon, together with the right to extend the protection of such Letters Patent to the various territorial possessions now owned or which may be hereafter acquired by the United States of America, all said rights to be held and enjoyed by Assignee for its own use and enjoyment and for the use and enjoyment of its successors, assigns, or nominees to the full end of the term or terms for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment, transfer and sale had not been made.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent, when granted, to said Assignee, as the assignee of its entire right, title and interest in and to the same, for the sole use and enjoyment of said Assignee, its successors, assigns, or nominees.

Date: 3-1-12

By:


(Signature)

Dr. Michael Wexler
(Printed Name)

Self
(Title)

Witness:


(Signature)

Rae Ann Wexler 3/1/12
(Printed Name and Date)

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RECORDED: 09/14/2012

REEL: 028985 FRAME: 0122