

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>MARK J. POPKIN</td> <td>01/08/2013</td> </tr> <tr> <td>MATTHEW W. McISAAC</td> <td>01/08/2013</td> </tr> <tr> <td>PHILLIP B. JONES</td> <td>01/08/2013</td> </tr> <tr> <td>LYLE RICHARDSON</td> <td>01/08/2013</td> </tr> <tr> <td>KEVIN MICHAEL KRUGER</td> <td>01/08/2013</td> </tr> </tbody> </table>		Name	Execution Date	MARK J. POPKIN	01/08/2013	MATTHEW W. McISAAC	01/08/2013	PHILLIP B. JONES	01/08/2013	LYLE RICHARDSON	01/08/2013	KEVIN MICHAEL KRUGER	01/08/2013
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RECEIVING PARTY DATA													
Name:	GAME DAY VENTURES, LLC												
Street Address:	1215 HIGHTOWER TRAIL												
Internal Address:	SUITE B-100												
City:	ATLANTA												
State/Country:	GEORGIA												
Postal Code:	30350												
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>29443050</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29443050								
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CORRESPONDENCE DATA													
Fax Number:	7044441111												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	704-444-1000												
Email:	arlene.skeete@alston.com												
Correspondent Name:	Alston & Bird LLP/ Dane A. Baltich												
Address Line 1:	BANK OF AMERICA PLAZA												
Address Line 2:	101 SOUTH TRYON STREET, SUITE 4000												
Address Line 4:	CHARLOTTE, NORTH CAROLINA 28280-4000												
ATTORNEY DOCKET NUMBER:	060590/428594												

CH \$40.00 29443050

NAME OF SUBMITTER:

DANE A. BALTICH

Total Attachments: 3

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ASSIGNMENT - WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor has sold and assigned, and by these presents hereby sells and assigns, unto

**Game Day Ventures, LLC
1215 Hightower Trail
Suite B-100
Atlanta, Georgia 30350**

its successors and assigns, the entire right, title and interest, so far as concerns the United States and the Territories and Possessions thereof and all foreign countries in and to the invention in **“PET BED”**

as set forth in this United States Patent Application

- executed concurrently herewith
 executed on _____
 Application No. _____; filed _____
 Application claims priority from Provisional Application No. _____, filed _____, all applications listed above being hereinafter referred to as the “application(s)”;


(We hereby authorize and request the Assignee and its attorney (Alston & Bird LLP) to insert above the application number and filing date of said application when known.)

said application for United States Letters Patent, including all divisional, renewal, substitute, continuation, nonprovisionals, continuation-in-parts, and Convention applications based in whole or in part upon said inventions or upon said applications, and any and all Letters Patent and reissues, reexaminations, and extensions of Letters Patent granted for said inventions or upon said applications and every priority right that is or may be predicated upon or arise from said inventions, said applications, and said Letters Patent; said Assignee being hereby authorized to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of said Assignee or otherwise as said Assignee may deem advisable, under the International Convention or otherwise; the Commissioner of Patents and Trademarks of the United States of America being hereby authorized to issue or transfer all said Letters Patent to said Assignee in accordance herewith; this assignment being under covenant, not only that full power to make the same is had by the undersigned, but also that such assigned right is not encumbered by any grant, license, or other right theretofore given, and that the undersigned will do all acts reasonably serving to ensure that the said inventions, patent applications and Letters Patent shall be held and enjoyed by said Assignee as fully and entirely as the same could have been held and enjoyed by the undersigned if this assignment had not been made, and particularly to execute and deliver to said Assignee all lawful documents including petitions, specifications, oaths, assignments, invention disclaimers, declarations, and lawful affidavits in

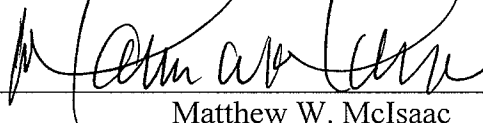
form and substance which may be requested by said Assignee, to furnish said Assignee with all facts relating to said inventions or the history thereof and any and all documents, photographs, models, samples or other physical exhibits which may embody said inventions, and to testify in any proceedings relating to said inventions, patent applications, and/or Letters Patent.

The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

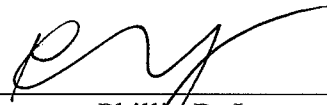
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Attorney Docket No. 060590/428595

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