

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jason A. Moreno	09/12/2012
RECEIVING PARTY DATA	
Name:	Learning Curve Brands, Inc.
Street Address:	2021 9th Street SE
City:	Dyersville
State/Country:	IOWA
Postal Code:	52040
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13500263
CORRESPONDENCE DATA	
Fax Number:	3122220818
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-222-0800
Email:	chiipdocket@michaelbest.com
Correspondent Name:	Michael Best & Friedrich LLP
Address Line 1:	180 N. Stetson Avenue
Address Line 2:	Suite 2000
Address Line 4:	Chicago, ILLINOIS 60601
ATTORNEY DOCKET NUMBER:	016891-9043-01
NAME OF SUBMITTER:	Julie A. Haut
Total Attachments: 2 source=016891-9043-01_Moreno_Assignment_filed_1-17-13#page1.tif source=016891-9043-01_Moreno_Assignment_filed_1-17-13#page2.tif	

OP \$40.00 13500263

ASSIGNMENT

Pursuant to my obligation to LEARNING CURVE BRANDS, INC. (hereinafter referred to as "Assignee"), a Delaware Corporation having its principal place of business at:

2021 9th Street SE
Dyersville, IA 52040

and for other valuable and sufficient consideration, receipt whereof is hereby acknowledged, I:

Jason A. Moreno
4956 N. Winchester Ave. Apt. 1
Chicago, IL 60640

confirm my obligation to and hereby sell, assign and convey, unto Assignee, its successors and assigns, my entire right, title and interest -

(1) in and to an invention entitled "TRAIN TRACKS" for which I have executed a United States Patent Application No. 13/500,263, filed October 6, 2010 as International Application No. PCT/US2010/051714 (Atty. File No. 016891-9043-01);

(2) in and to said United States patent application, in and to all other patent applications (including divisional, continuation, continuation-in-part, 35 U.S.C. § 111(b) provisional, 35 U.S.C. § 111(a), and reissue applications) based upon said invention, and in and to the patent or patents to be granted thereon, including reissues thereof, if any, to the full end of the term or terms for which said patent or patents may be granted;

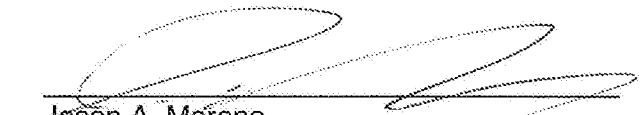
(3) in and to all patent applications on said invention now or hereafter filed in countries foreign to the United States of America, and in and to any and all patents granted on said applications to the full end of the terms for which said patents may be granted; and

(4) under the International Convention in respect to the United States patent application and agree that any patent applications of any foreign countries which may be filed shall be filed in the name of my Assignee with a claim to priority based on said United States application.

And I hereby agree that I will, upon demand of Assignee, its successors or assigns, and without further consideration to me, execute any and all papers that may be necessary, or deemed by Assignee, its successors or assigns, to be necessary, to a complete fulfillment of the intent and purposes of this Assignment, it being understood that any expense incident to the execution of such papers shall be paid by Assignee, its successors and assigns, and not by me.

And the Commissioner of Patents and Trademarks of the United States is hereby authorized and requested to issue said United States patent or patents to Assignee.

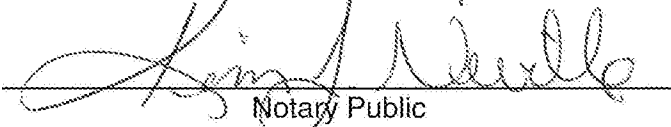
9-12-12
Date


Jason A. Moreno

State of ILLINOIS)
County of UNITED STATES)

I do hereby certify that Jason A. Moreno, personally known to me to be the same person who signed the foregoing instrument, appeared before me this day and acknowledged that said instrument was signed and delivered as the free and voluntary act of Jason A. Moreno, for the uses and purposes therein set forth.

Given under my hand and seal, this 12th day of September 2012.


Notary Public

