

PATENT ASSIGNMENT

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| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Matthew Rhea | 02/06/2013 |
| RECEIVING PARTY DATA | |
| Name: | ICON Health & Fitness, Inc. |
| Street Address: | 1500 South 1000 West |
| City: | Logan |
| State/Country: | UTAH |
| Postal Code: | 84321 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 13652576 |
| CORRESPONDENCE DATA | |
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| ATTORNEY DOCKET NUMBER: | 11-029.15.01 |
| NAME OF SUBMITTER: | Richard K. C. Chang II |
| Total Attachments: 2 source=ass#page1.tif source=ass#page2.tif | |

CH \$40.00 13652576

United States Patent Application
Title: Heart Rate Based Training System
Inventor(s): Matthew Rhea
Docket No.: 11-029.15.01

ASSIGNMENT

I, **Matthew Rhea**, have invented a method and apparatus entitled **Heart Rate Based Training System**, hereinafter called the "invention," filed on October 16, 2012 as Application number 13/652,576.

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 hereby acknowledge, I 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 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 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: Matthew Rhea

Dated this 6 day of February, 2013.

Matthew Rhea

Logan, UT

Citizen of the US

Witnessed by:

Signature: K Rhea

Printed: Kellie Rhea

Address: 640 W 3300S

N. Hwy, UT 84321