

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Robert Joseph</td> <td>02/27/2013</td> </tr> <tr> <td>Lawrence Edward Feigen</td> <td>02/28/2013</td> </tr> </tbody> </table>		Name	Execution Date	Robert Joseph	02/27/2013	Lawrence Edward Feigen	02/28/2013				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>LFRJ, LLC</td> </tr> <tr> <td>Street Address:</td> <td>9200 W. Sunset Boulevard, Suite 700</td> </tr> <tr> <td>City:</td> <td>West Hollywood</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90069</td> </tr> </table>		Name:	LFRJ, LLC	Street Address:	9200 W. Sunset Boulevard, Suite 700	City:	West Hollywood	State/Country:	CALIFORNIA	Postal Code:	90069
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CORRESPONDENCE DATA											
<p>Fax Number: 3102030567 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 310-203-8080 Email: patentdocket@jmbm.com Correspondent Name: Brennan C. Swain, Esq. Address Line 1: 1900 Avenue of the Stars, 7th Floor Address Line 4: Los Angeles, CALIFORNIA 90067-4308</p>											
ATTORNEY DOCKET NUMBER:	72729-5003										
NAME OF SUBMITTER:	Marta Hodur										
<p>Total Attachments: 3 source=72729-5003 Assignment (executed)#page1.tif source=72729-5003 Assignment (executed)#page2.tif source=72729-5003 Assignment (executed)#page3.tif</p>											

CH \$40.00 29447534

ASSIGNMENT

(1-8) Insert Name(s) of Inventor(s)	(1) Robert Joseph	(5)
	(2) Lawrence Edward Feigen	(6)
	(3)	(7)
	(4)	(8)

In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to

(9) Insert name of Assignee	(9) LFRJ, LLC
(10) Insert state of incorporation of Assignee	(10) Delaware
(11) Insert address of Assignee	(11) 9200 W. Sunset Boulevard, Suite 700 West Hollywood, CA 90069 US
	(hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention encompassed by
(12) Insert identification of invention, such as title, case number or foreign application number	(12) SHOE INSERT for which the undersigned has (have) executed an application for patent in the United States of America on
(13) Insert date of signing of application	(13) 2/27/13, 2/28/13

1) The undersigned agree(s) to execute all papers necessary in connection with the application and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or

division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the international Convention for Protection of Industrial Property or similar agreements.

4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

6) The undersigned hereby grants ROD S. BERMAN, Reg. No. 31,483; BERNARD R. GANS, Reg. No. 27,443; GREGORY S. CORDREY, Reg. No. 44,089; BRENNAN C. SWAIN, Reg. No. 43,175, and RICHARD WHITLOW Reg. No. 53,770, of JEFFER MANGELS BUTLER & MITCHELL LLP, Customer No. 24574, the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent & Trademark Office for Recordation of this document.

2/21/13
Date


Signature of: Robert Joseph

Date

Signature of: Lawrence Edward Feigen

Assignment
Page 2 of 2

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Page 2 of 2

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