

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>David Neil Lovegrove</td> <td>03/11/2013</td> </tr> <tr> <td>Darryl John Best</td> <td>03/11/2013</td> </tr> <tr> <td>William Davies</td> <td>03/07/2013</td> </tr> <tr> <td>Tyrone David Low</td> <td>03/08/2013</td> </tr> </tbody> </table>		Name	Execution Date	David Neil Lovegrove	03/11/2013	Darryl John Best	03/11/2013	William Davies	03/07/2013	Tyrone David Low	03/08/2013
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Les Mills International Limited</td> </tr> <tr> <td>Street Address:</td> <td>22 Centre Street</td> </tr> <tr> <td>City:</td> <td>Auckland</td> </tr> <tr> <td>State/Country:</td> <td>NEW ZEALAND</td> </tr> </table>		Name:	Les Mills International Limited	Street Address:	22 Centre Street	City:	Auckland	State/Country:	NEW ZEALAND		
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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>13818077</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13818077						
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CORRESPONDENCE DATA											
Fax Number: 4155760300 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 4155760200 Email: dgibby@kilpatricktownsend.com Correspondent Name: Kilpatrick Townsend & Stockton LLP Address Line 1: 1100 Peachtree Street Address Line 4: Atlanta, GEORGIA 30309											
ATTORNEY DOCKET NUMBER:	93179-867713										
NAME OF SUBMITTER:	Darin J. Gibby										
Total Attachments: 2 source=93179-867713-assignment#page1.tif source=93179-867713-assignment#page2.tif											

OP \$40.00 13818077

PATENT

ASSIGNMENT
(Patent Application)

We, the undersigned, have invented certain inventions and improvements disclosed in a utility (provisional or non-provisional) or design patent application entitled

"EXERCISE EQUIPMENT," filed with the U.S. Patent & Trademark Office on _____, and assigned serial no. 13/818,077.

For good and valuable consideration, the receipt and sufficiency of which We acknowledge, We:

1. Agree to assign, transfer, convey, and sell, hereby assign, transfer, convey, and sell and have assigned, transferred, conveyed, and sold to Les Mills International Limited, having a principal place of business at 22 Centre Street, Auckland, New Zealand ("Assignee"), the entire right, title, and interest in and to:
 - (a) all intellectual property (including, without limitation, any innovation, information, invention, discovery, product, process, work or design) disclosed, embodied, shown, or claimed in the above-referenced patent application, implicitly or explicitly;
 - (b) the above-referenced patent application, the right to claim priority to the above-referenced patent application, all applications based in whole or in part upon the above-referenced patent application, including, without limitation, all applications that are a provisional, non-provisional, design, divisional, continuation, continuation-in-part, registration, utility model, industrial design, reissue, renewal, substitute, extension, reexamination, post-grant review, inter partes review, supplemental examination or non-U.S. patent application or application for other rights based in whole or in part on the above-referenced patent application;
 - (c) all patents (including, without limitation, all U.S. and non-U.S. patents, registrations, utility models, industrial designs, design patents, counterparts, continuations, continuations-in-part, divisionals, reissues, renewals, substitutes, extensions, reexaminations, post-grant reviews, inter partes reviews and supplemental examinations) that are granted or issued upon, or that claim priority to, any and all applications described in (b) of this paragraph or that disclose or claim intellectual property described in (a) of this paragraph, in whole or in part; and
 - (d) all claims for damages by reason of past infringement of any rights under the applications or patents described in (a), (b) or (c) of this paragraph (including provisional rights to reasonable royalties pursuant to 35 U.S.C.

ASSIGNMENT

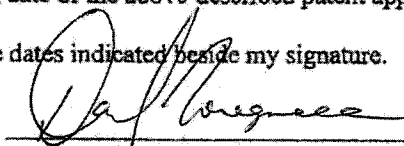
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§154(d)) and the right to sue for and collect such damages and royalties for Assignee's own use.

2. Authorize and request the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue to the Assignee any and all patent(s), or other rights or documents, resulting from the intellectual property, patent application(s) and patents described in paragraph 1 of this Assignment.
3. Agree to sign all papers and documents, including without limitation, applications, declarations, oaths and petitions, and, at the Assignee's expense, perform any other acts that are necessary in connection with prosecution of patent application(s) or intellectual property described in paragraph 1 of this Assignment and the enforcement of patent(s) or other rights resulting from such patent application(s) or intellectual property.
4. Agree that the terms, covenants, and conditions of this Assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon me, as well as my heirs, legal representatives, and assigns.
5. Promise and affirm that We have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.
6. Authorize Kilpatrick Townsend & Stockton to insert above the application number and filing date of the above-described patent application when known.

Signed on the dates indicated beside my signature.

Signature:



David Neil Lovegrove

Date:

11/03/13

Signature:

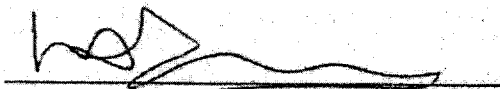


Darryl John Best

Date:

11/03/13

Signature:



William Davies

Date:

7/3/13

Signature:



Tyrone David Low

Date:

8/3/13

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