

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2729819

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT | | |
| CONVEYING PARTY DATA | | | |
| Name | | | Execution Date |
| ROBERT B. ZIDER | | | 02/06/2014 |
| RECEIVING PARTY DATA | | | |
| Name: | BETA FRAMES LLC | | |
| Street Address: | 1900 EMBARCADERO RD. | | |
| City: | PALO ALTO | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94303 | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | | |
| Application Number: | 13779612 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
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| <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> | | | |
| Correspondent Name: | TIMOTHY RICHARDSON | | |
| Address Line 1: | 1055 TRINITY DR. | | |
| Address Line 4: | MENLO PARK, CALIFORNIA 94025 | | |
| ATTORNEY DOCKET NUMBER: | BET 016 | | |
| NAME OF SUBMITTER: | T.H.P.RICHARDSON | | |
| Signature: | /T.H.P.Richardson/ | | |
| Date: | 02/17/2014 | | |
| Total Attachments: 1 source=assgt140206#page1.tif | | | |

ASSIGNMENT AGREEMENT

THIS AGREEMENT is effective as of February 27, 2013, and is between

(i) Beta Frames LLC., a corporation organized and existing under the laws of the State of California, U.S.A., and having a place of business at 1900 Embarcadero Rd., Palo Alto, CA 94303 USA (hereinafter BETA), and

(ii) Robert B Zider, a citizen of the United States, of 25 Deer Meadow Ln., Portola Valley, CA 94028, USA (hereinafter ZIDER),

WHEREAS

A. ZIDER has made an invention or inventions relating to Eyeglass Frames (hereinafter INVENTION) as described in United States Patent Application No. 13/779,612 filed February 27, 2013, by ZIDER,

B. ZIDER, at the time INVENTION was made, was under an obligation to assign his interest in INVENTION to BETA, and

C. BETA wishes to acquire the entire right, title and interest in INVENTION, including but not limited to, all patents and other proprietary rights for INVENTION throughout the world, and ZIDER wishes to assign to BETA his entire right, title and interest in INVENTION.

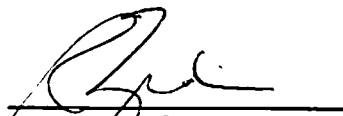
BETA and ZIDER have agreed as follows.

1. ZIDER, in consideration of the sum of \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, does hereby assign to BETA, its successors and assigns, and BETA accepts, his entire right, title and interest in INVENTION, including, but not limited to, any and all applications, including but not limited to, the application listed above and any US continuation, continuation-in-part, divisional or reissue application, and any application in a country other than the United States for Letters Patent, Utility Model or other Proprietary Rights throughout the world for INVENTION, all Priority Rights for INVENTION derived from any such application under International Conventions or otherwise throughout the world, and any and all Letters Patent or other Proprietary Right granted on any such application.

2. ZIDER covenants that he has the full right to convey the right, title and interest herein assigned, and that he has not executed, and will not execute, any agreement in conflict herewith.

Date 2/6/14

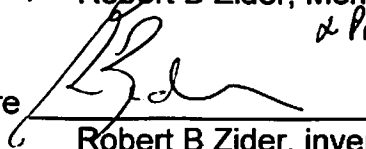
Signature



Robert B Zider, Member, Beta Frames LLC.
& President

Date 2/6/14

Signature



Robert B Zider, inventor