

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2964051

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MARKETING ARCHITECTS	03/27/2012
RECEIVING PARTY DATA		
Name:	MART 5 LLC	
Street Address:	110 CHESHIRE LANE #200	
City:	MINNETONKA	
State/Country:	MINNESOTA	
Postal Code:	55305	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	14298482
CORRESPONDENCE DATA		
Fax Number:	(877)769-7945	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(612) 335-5070	
Email:	witzel@fr.com	
Correspondent Name:	MICHAEL T. HAWKINS	
Address Line 1:	FISH & RICHARDSON P.C.	
Address Line 2:	P.O.BOX 1022	
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022	
ATTORNEY DOCKET NUMBER:	38937-0005004	
NAME OF SUBMITTER:	MICHAEL T. HAWKINS	
SIGNATURE:	/Michael T. Hawkins Reg. No. 57867/	
DATE SIGNED:	08/01/2014	
Total Attachments: 3		
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ASSIGNMENT

WHEREAS, Marketing Architects, a corporation organized and existing under and by virtue of the laws of the State of Minnesota, and having an office and place of business at 110 Cheshire LN #200, Minnetonka, MN 55305 (hereinafter "Assignor"), is the owner of United States of America applications for Letters Patent listed on the attached appendix;

AND WHEREAS, Mart 5 LLC, a corporation organized and existing under and by virtue of the laws of the State of MN, and having an office and place of business at 110 Cheshire LN #200, Minnetonka, MN 55305 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to said the Letters Patent to be obtained therefor;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, Assignor does hereby agree that it, its successors, assigns, and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to it relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 27th day of
March, 2012.

Assignor:

Marketing Architects, Inc.

By [Signature]
Name J. Brent Longval
Title CFO

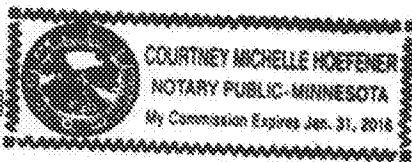
STATE OF Minnesota

)ss

COUNTY OF Hennepin

On this 27th day of March, 2012 before me personally appeared _____ to me known to be the person who executed the foregoing instrument on behalf of the Assignor, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.

[SEAL]



[Signature]
Notary Public

Appendix

Serial Number	Filing Date	Title	SLW File #
13/350,074	01/13/2012	SPLAYED BEDCLOTHING INCLUDING A FORM- FITTING CONVERTIBLE FOOT POUCH	3573.001US1
61/559,700	11/14/2011	PLUSH FIGURE INCLUDING MULTI-CHAMBER STORAGE SYSTEM	3573.002PRV
13/350,144	01/13/2012	PLUSH FIGURE INCLUDING MULTI-CHAMBER STORAGE SYSTEM	3573.002US1
29/410,947	01/13/2012	BEDCLOTHING	3573.003US1
29/410,952	01/13/2012	PLUSH TOY	3573.004US1