503010441 10/08/2014 PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3057041

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| NATURE OF CONVEYANCE: | | ASSIGNMENT | |
| CONVEYING PARTY | (DATA | | |
| | | Name | Execution Date |
| SCOTT R. WATTERSON | | | 05/20/2014 |
| MARK D. WATTERSON | | | 05/15/2014 |
| DAVID WATTERSON | ١ | | 05/15/2014 |
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| Application Number | • | 13872882 | |
| Application Number | | 13872882 | |
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| CORRESPONDENCI Fax Number: <i>Correspondence wil using a fax number,</i> Phone: Email: Correspondent Nam Address Line 1: Address Line 4: | E DATA Il be sent to if provideo ne: NUMBER: | o the e-mail address first; if that is und; if that is unsuccessful, it will be set 435 786 5220 ip@iconfitness.com RICHARD CHANG 1500 SOUTH 1000 WEST LOGAN, UTAH 84321 11-050.11.01 | |
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United States Patent Application Title: Stimulating Learning Through Exercise Inventor(s): Scott R. Watterson, Mark D. Watterson and David Watterson Docket No.: 11-050.11.01

ASSIGNMENT

We, Scott R. Watterson, Mark D. Watterson and David Watterson, have invented a method and apparatus entitled STIMULATING LEARNING THROUGH EXERCISE, hereinafter called the "invention" (Application number: <u>13/872,882</u>, Filed: <u>29 April, 2013</u>).

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/we hereby acknowledge, I/WE 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.

We 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.

We 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.

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PATENT REEL: 033911 FRAME: 0248

This assignment and agreement shall be binding upon our heirs and legal representatives.

Signature:

Dated this 🥢 day of May, 2014.

Scott R. Watterson City and State of Residence: Logan, UT Country of Citizenship: US

and the second Signature:

Mark D. Watterson City and State of Residence: Logan, UT Country of Citizenship: US

Signature:

David Watterson City and State of Residence: Logan, UT Country of Citizenship: US Dated this <u>15</u> day of May, 2014.

Dated this 📉 day of May, 2014.

Page 2 of 2 Assignment U.S. Patent Application 13/872,882

PATENT REEL: 033911 FRAME: 0249

RECORDED: 10/08/2014