

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3914478

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MATTHEW C KASER	05/20/2016
RECEIVING PARTY DATA		
Name:	ADVANCED SIMPLICITY LLC	
Street Address:	217 SOUTH MACARTHUR BOULEVARD	
City:	COPPELL	
State/Country:	TEXAS	
Postal Code:	75019	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	13789771
CORRESPONDENCE DATA		
Fax Number:		
<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>		
Email:	cramer76051@verizon.net	
Correspondent Name:	WILLIAM D. CRAMER	
Address Line 1:	2719 SANDSTONE DRIVE	
Address Line 4:	GRAPEVINE, TEXAS 76051	
NAME OF SUBMITTER:	WILLIAM D. CRAMER	
SIGNATURE:	/ William D Cramer /	
DATE SIGNED:	06/13/2016	
Total Attachments: 3		
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Assignment of Intellectual Property Rights

This Assignment of Intellectual Property Rights (the "Assignment"), dated May 20, 2016 (the "Effective Date"), is entered into between Matthew C. Kaser, an individual (the "Assignor") and Advanced Simplicity LLC, a Texas limited liability company entity (the "Assignee").

Recitals

1. Assignor has a property interest in certain intellectual property (the "Property") as further described below.
2. Assignor desires to assign all such interest in the Property to Assignee, and Assignee desires to receive Assignor's interest in the Property.
3. For and in consideration of the mutual covenants and agreements contained in this Assignment and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the undersigned agree as set forth below.

Terms

1. Property

The Property the subject of this Assignment is described as follows:

A novel apparatus for seatback shelving, described in a patent application (the "Application") entitled "Stable Mounting System for Seatback Shelving," filed on or about March 8, 2013, as United States Patent and Trademark Office as Application Number 13/789,771, together with all patent applications that claim priority back to the Application, whether or not such applications have been filed as of the Effective Date, independent of whether such applications are filed as continuations, continuations-in-part, divisionals, or other form, and independent of whether such applications are filed with the United States Patent and Trademark Office, the World Intellectual Property Organization, the patent office of any foreign government, or other governmental organization that is empowered to grant patent protection.

2. Assignor's Interest

Assignor is the "inventor" of the Property as that term is used in 35 U.S.C. §§115-116.

3. Conveyance of Property

Upon exchange of due consideration, Assignor shall convey his interest in the Property to Assignee.

4. Consideration

As consideration for the conveyance of the Property, Assignor and Assignee acknowledge execution of the Operating Agreement of Advanced Simplicity LLC, the terms of which include, *inter alia*, Assignor's agreement to assign certain

intellectual property rights to Assignee. Assignor and Assignee agree that the Property is subject to that Operating Agreement.

Assignor acknowledges that the decision of whether or not to commercialize or market the Property solely or jointly with others is within Assignee's sole discretion and for Assignee's sole benefit and Assignor agrees that no further consideration will be due as a result of Assignee's efforts to commercialize or market the Property.

5. Warranties

Assignor warrants to Assignee that: (a) Assignor owns the interest in the Property that it purports to convey by this Assignment, (b) Assignor is free of any obligation that would prevent it from entering into this Assignment, and (c) to the best knowledge of Assignor, the Property includes subject matter for which patent protection is available.

Assignee warrants to Assignor that (a) Assignee is free of any obligation that would prevent it from entering into this Agreement and (b) Assignee has had sufficient opportunity to examine the Property to determine whether or not to enter into this Assignment.

The warranties set forth above, are in lieu of, and this Assignment expressly excludes, all other warranties, express or implied, oral or written, including, without limitation, (a) any warranty that the Property is without defect, (b) any and all warranties of merchantability, and (c) any and all warranties of fitness for a particular purpose.

6. Further Assignor Obligations

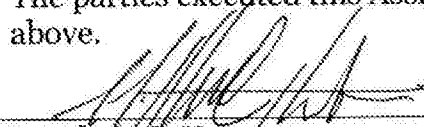
Assignor shall cooperate with Assignee in executing such forms, registrations, applications, declarations, and other documents that may be needed to register this Assignment and to obtain patent protection for the Property.


Assignor shall promptly deliver to Assignee copies of all lab notebooks, research materials, prototypes, software, custom equipment, and other materials related to the Property. During the period of five years following the Effective Date, Assignor shall not disclose the existence or substance of such materials, as they pertain to the Property, to any third party without the prior written consent of Assignee. However, the foregoing does not preclude Assignor from developing and exploiting inventions described in such materials which are not within the scope of the Property.

7. Governing Law

This Assignment will be governed by and construed in accordance with the laws of the State of Texas, without regard to the principles of conflicts of laws of the State of Texas. Venue for any dispute arising under this Assignment shall be any competent state or federal court in or for the County of Dallas, Texas.

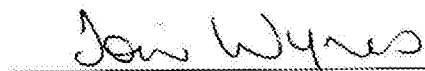
The parties executed this Assignment to be effective the Effective Date set forth above.


Matthew C. Kaser
Individually
Assignor


Matthew C. Kaser
Manager, Advanced Simplicity LLC
Assignee

Acknowledgement

Acknowledged before me by Toni Wynes on this the
24th day of May, 2016.


Notary Public, State of Texas

Notary Seal:

