

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RootPhi, LLC		01/10/2008	LIMITED LIABILITY COMPANY: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	GotLaces, LLC		
Street Address:	2198 South Cedar Crest Blvd.		
City:	Allentown		
State/Country:	PENNSYLVANIA		
Postal Code:	18103		
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77132352	GOLACES	
Serial Number:	77048599	RETROFIT	
CORRESPONDENCE DATA			
Fax Number:	(650)812-3444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 812-3400		
Email:	shernandez@carrferrell.com		
Correspondent Name:	Joi A. White		
Address Line 1:	2200 Geng Road		
Address Line 4:	Palo Alto, CALIFORNIA 94303		
NAME OF SUBMITTER:	Joi A. White		
Signature:	/Joi A. White/		
Date:	01/11/2008		

OP \$65.00 77132352

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, RootPhi, LLC, a limited liability company organized under the laws of Pennsylvania, with a principal address of 2198 South Cedar Crest Blvd., Allentown, PA 18103 ("Assignor"), is the owner of the following application(s) of the GOLACES and RETROFIT trademarks ("Marks"):

Jurisdiction	Mark	U.S. Application Serial No.
United States (Federal)	GOLACES	77/132,352
United States (Federal)	RETROFIT	77/048,599

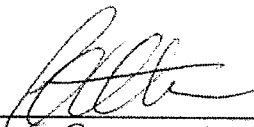
WHEREAS, GoLaces, LLC, a limited liability company organized under the laws of Pennsylvania, with a principal address of 2198 South Cedar Crest Blvd., Allentown, PA 18103 ("Buyer"), is desirous of acquiring said trademark(s) and application(s), and related names and marks,

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Seller does hereby assign unto Buyer all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the Marks, and all other names and marks similar to or based upon the Marks it has used ("GoLaces Names and Marks"); the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the GoLaces Names and Marks (including without limitation those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Seller has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

RootPhi, LLC

Signed at Menlo Park, CA

this 10 day of January, 2008.

By: 
Name: Brian Withlin
Title: President