

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
Michael Jackson		12/01/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Zeal Optics, Inc.		
Street Address:	4843 Pearl Street 1A		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85077691	SLINGSHOT	
Registration Number:	3873225	TRANSCEND GPS	
CORRESPONDENCE DATA			
Fax Number:	(801)521-9639		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-521-5800		
Email:	craig.buschmann@hro.com		
Correspondent Name:	Craig Buschmann		
Address Line 1:	299 South Main Street		
Address Line 2:	Suite 1800		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	48589-00020		
NAME OF SUBMITTER:	Craig Buschmann		
Signature:	/Craig Buschmann/		

OP \$65.00 85077691

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TRADEMARK
 REEL: 004436 FRAME: 0615

Date:

12/20/2010

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Michael Jackson, also known as Michael T. Jackson, an individual located at 4843 Pearl Street 1A, Boulder, CO 80301 ("Assignor"), owns a trademark registration on the Principal Register of the United States Patent and Trademark Office for the mark TRANSCEND GPS, Reg. No. 3,873,225, covering the goods identified therein (hereinafter "Trademark Registration");

WHEREAS, Assignor owns a trademark application on the Principal Register of the United States Patent and Trademark Office for the mark SLINGSHOT, Appn. Ser. No. 85/077,691, covering the goods identified therein (hereinafter "Trademark Application"); and

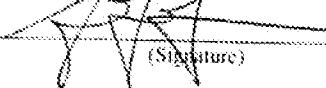
WHEREAS, Zeal Optics, Inc., a Delaware corporation, with its principal place of business at 4843 Pearl Street 1A, Boulder, CO 80301 ("Assignee"), desires to acquire the Trademark Registration and Trademark Application.


NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells and transfers unto Assignee, its successors and assigns, all of the right, title and interest, throughout the world in perpetuity in and to, the Trademark Registration and Trademark Application, together with the goodwill symbolized therein, effective as of the date the Assignor and Assignee execute this assignment.

IN WITNESS WHEREOF, each Party has executed this Assignment as set forth below.

MICHAEL JACKSON
ASSIGNOR

ZEAL OPTICS, INC.
ASSIGNEE

By: 
(Signature)

By: 
(Signature)

Name: MICHAEL JACKSON

Name: WINK JACKSON

Title: PRESIDENT

Title: CEO

Date: 12/01/2010

Date: 12/01/2010

On this 18th day of December, in the year of 2010, before me,

Janet Jones Johnson

(Notary Name)

personally appeared Michael Jackson personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Notary's Signature: Janet Jones Johnson

Notary's Address: 2060 Broadway, #280 Boulder CO 80302

My commission expires on 3/27/11

(SEAL)

