

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
Jetta Industries Company Limited		08/05/2009	CORPORATION: HONG KONG
RECEIVING PARTY DATA			
Name:	Innvo Labs Limited		
Street Address:	Jetta House		
Internal Address:	19 On Kui Street on Lok Tsuen		
City:	Fanling		
State/Country:	HONG KONG		
Entity Type:	CORPORATION: HONG KONG		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	78560201	UGOBE	
Serial Number:	77101747	PLEO	
Serial Number:	77137150	UGOBE	
Serial Number:	77475776	POWERED BY UGOBE LIFE OS	
Registration Number:	3428123	PLEO	
CORRESPONDENCE DATA			
Fax Number:	(816)753-6888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	816-753-6777		
Email:	debbied@usapatlaw.com		
Correspondent Name:	D. A. N. Chase		
Address Line 1:	800 W. 47th Street, Suite 401		
Address Line 4:	Kansas City, MISSOURI 64112		
ATTORNEY DOCKET NUMBER:	INNVO		


OP \$140.00 78560201

DOMESTIC REPRESENTATIVE

Name: D. A. N. Chase
Address Line 1: 800 W. 47th Street, Suite 401
Address Line 4: Kansas City, MISSOURI 64112

NAME OF SUBMITTER:	D. A. N. Chase
Signature:	/D. A. N. Chase/
Date:	08/17/2009

Total Attachments: 10
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ASSIGNMENT OF INTELLECTUAL PROPERTY

For good and valuable consideration, Jetta Industries Company Limited, a company incorporated under the laws of Hong Kong and having a principal place of business at Jetta House, 19 On Kui Street, On Lok Tsuen, Fanling, New Territories, Hong Kong (hereinafter "Jetta") agrees to assign, and hereby does assign, transfer and convey to Innvo Labs Limited, a company incorporated under the laws of Hong Kong and having a principal place of business at Jetta House, 19 On Kui Street, On Lok Tsuen, Fanling, New Territories, Hong Kong hereinafter "Innvo"), the entire right, title and interest in and to:

All of Jetta's intellectual property rights acquired from the Bankruptcy Estate of UGOBE, Inc., including, but not limited to the trademarks, trade dress, trade secrets, discoveries, inventions, patent applications, patents and copyrights, including all of the inventions described in patent applications and invention disclosures and the goodwill and reputation associated with the trademarks along with any later discovered, developed or acquired intellectual property rights related to the foregoing. A list of many, but not necessarily all, individual intellectual property items specifically included in this Assignment is in Exhibits A and B, attached.

Jetta makes this Assignment in and to the subject intellectual property so that all the intellectual property, including items later discovered, developed, acquired and/or inadvertently omitted from attached Exhibits A and B, may be held and enjoyed by Innvo, and Innvo's successors and assigns, as completely as the intellectual property would have been held by Jetta had this Assignment not been made, including the right to sue for past, present and future infringements.

Furthermore, Jetta agrees to cooperate fully, and execute all papers or perform any act necessary or convenient in connection with all intellectual property described above, including


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separate, specific assignments relating to individual items, and in connection with any continuation, continuation-in-part, division, reissue or reinstatement applications thereof, whether in the United States of America or in a foreign country.

Jetta hereby authorizes and requests the commissioner or other officer of any United States of America or foreign country patent, trademark, or copyright office or agency, including any agency authorized to investigate or rule on any intellectual property matter, to issue any certificate, ruling or order relating to the intellectual property which is the subject of this Assignment in the name of said Innvo. Also, Jetta hereby grants Innvo and its authorized representatives the power to insert further identification and/or clarification information relating to any specific item of intellectual property identified in Exhibits A and B, attached hereto which may be necessary or convenient in order to comply with the rules of any United States of America or foreign country intellectual property office or agency, for recordation of this document, or for recordation of separate, specific assignments for any item of intellectual property described in this document.

Dated this 5th day of AUGUST, 2009.

JETTA INDUSTRIES COMPANY LIMITED

By 

Name: LUKE, HUNG PONG PATRICK

Title: DIRECTOR



U. S. Department of State

INDIVIDUAL ACKNOWLEDGMENT CERTIFICATE

VENUE

Hong Kong

(Country)

Hong Kong

(State, Province, etc.)

Consulate General of the

(City)

United States of America

(Name of consular post)

ss.

I certify that on this day the individual named below appeared before me and acknowledged to me that the attached instrument was executed freely and voluntarily.

----- LUKE Hung Pong Patrick -----

(Typed Name of Individual)

[Handwritten Signature]

(Signature of Consular Officer)

Victor L. Marsh

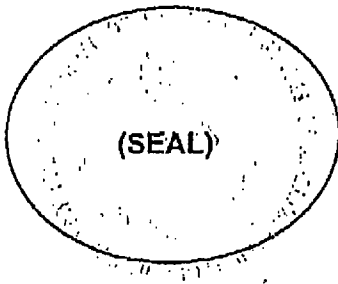
(Typed Name of Consular Officer)

U. S. Vice Consul

(Title of Consular Officer)

08-05-2009

Date (mm-dd-yyyy)



DS-1986
05-2008

TRADEMARK
REEL: 004046 FRAME: 0831

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EXHIBIT A

I PATENTS

A. APPLICATIONS:

1. Serial No. 11/036,517 (US)
"Method and system for motion captured enhanced animation"
2. Serial No. 11/775,709 (US)
"Robots with autonomous behavior"
3. Serial No. PCT/US07/73173 (PCT)
"Robots with autonomous behavior"
4. Serial No. 61/030,057 (US Provisional)
"Autonomous cell phone"
5. Serial No. 29/306,677 (US Design)
"Robotic eye"


B. INVENTION DISCLOSURES:

1. 2 Utility Patent Applications ready to file:
 - "Robotic mobile communication device" (UGOB.006U)
 - "Personal electronic device locomotion" (UGOB.012U)
2. 23 Additional Invention Disclosures related to artificial life forms behaviors and implementations (list attached as Exhibit B).

II. TRADEMARKS

A. ABANDONED APPLICATIONS:

1. Serial No. 78/803,989 (US)
LIFE FORMS™
2. Serial No. 78/804,278 (US)
LIFEFORM OPERATING SYSTEM™
3. Serial No. 78/803,962 (US)
UGOBE LIFE FORMS™
4. Serial No. 77/137,138 (US)
UGOBE LIFE FORMS O/S™
5. Serial No. 1,311,039 (CAN)
UGOBE LIFE FORMS™


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6. Serial No. 1,363,551 (CAN)
UGOBE LIFE FORMS O/S™
 7. Serial No. 6,149,991 (EC)
PLEO™
 8. Serial No. 6,300,371 (EC)
UGOBE LIFE FORMS O/S™
 9. Serial No. 2007-084449 (JAPAN)
PLEO™
 - *10. Serial No. 45-2007-4190 (S. KOR)
UGOBE LIFE O/S™
 11. Serial No. 096044879 (TAI)
UGOBE LIFE O/S™
 12. Serial No. 78/560,201 (US) -- Subject to Reinstatement
UGOBE™
 13. Serial No. 77/101,747 (US) -- Subject to Reinstatement
PLEO™

B. PENDING APPLICATIONS

1. Serial No. 77/137,150 (US)
UGOBE™
2. Serial No. 77/475,776 (US)
POWERED BY UGOBE LIFE O/S™
3. Serial No. 1,320,743 (CAN)
PLEO™
4. Serial No. 1,357,637 (CAN)
PLEO™
5. Serial No. 1,363,552 (CAN)
UGOBE™

C. REGISTRATIONS

1. Registration No. 3,428,123 (US)
PLEO®
2. Registration No. 1,141,888 (AUS)
PLEO®

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3. Registration No. 1,200,101 (AUS)
UGOBE®
 4. Registration No. 1,126,952 (AUS)
UGOBE LIFE FORMS®
 5. Registration No. 1,200,102 (AUS)
UGOBE LIFE O/S®
 6. Registration No. 5,388,525 (EC)
PLEO®
 7. Registration No. 6,300,487 (EC)
UGOBE®
 8. Registration No. 5,292,392 (EC)
UGOBE LIFE FORMS®
 9. Registration No. 300923382 (HK)
PLEO®
 10. Registration No. 300744606 (HK)
PLEO®
 11. Registration No. 300953866 (HK)
UGOBE®
 12. Registration No. 300691704 (HK)
UGOBE LIFE FORMS®
 - * 13. Registration No. 300953857 (HK)
UGOBE LIFE O/S®
 14. Registration No. 5,153,650 (JAPAN)
PLEO®
 15. Registration No. 5,167,407 (JAPAN)
UGOBE®
 16. Registration No. 5,049,932 (JAPAN)
UGOBE LIFE FORMS®
 17. Registration No. 5,139,172 (JAPAN)
UGOBE LIFE O/S®
 18. Registration No. 725200 (S. KOR)
PLEO®

19. Registration No. 45-25169 (S. KOR)
UGOBE®
- *20. Registration No. 40-756194 (S. KOR)
UGOBE LIFE FORMS®
21. Registration No. 1304472 (TAI)
PLEO®
22. Registration No. 01273742 (TAI)
PLEO®
23. Registration No. _____ (TAI) – Serial No. 096044878
UGOBE®
24. Registration No. 1285195 (TAI)
UGOBE LIFE FORMS®
25. Registration No. 01266740 (TAI)
UGOBE LIFE FORMS®

D. UNFILED APPLICATIONS

1. Class 28 (CHINA) – PLEO™
2. Classes 9, 28 (CHINA) – UGOBE™

III. COPYRIGHTS

1. VAu 744-276 Pleo drawing (US)
2. VAu 744-277 Pleo figure (US)

IV. TRADE SECRETS

Software, firmware, manufacturing processes, raw material and test specifications and jigs and set-ups already in the possession of Assignee.

V. WEBSITES

1. UGOBE.com
2. PLEOdinosaur.com
3. PLEOworld.com

EXHIBIT B

Disclosure Title	Disclosure Purpose
1 Use statistics (Pleo MIB)	Develop a laundry list of useful tracking statistics in Pleo
2 Pleo Black Box	Capture moving stream of detailed data in Pleo pre-failure
3 Failure prediction	Like SMART alerts in hard drives or battery failure prediction and notification via all comm means. Gathering design feedback data.
4 Abuse flags	Use acceleration, extreme leg back and forth, temperature, microwave detection, etc. to track and score abuse.
5 Pleo Mesh Network	Use mesh networking to learn and share information across Pleos (w/out subscription).
6 Pleo population density mapping	With mesh network GPS or other methods Pleo community can be
7 Community facilitation	A high level community facilitation using any means from manual ("walking" Pleos together) to technical.
8 Individual recognition	Capture all means we can think up to detect individual persons.
9 Ambient Noise Compensation	Volume control and different behaviors based on ambient noise.
10 Pleo aging	Why would anyone want a less capable Pleo, but, it might be useful.



- 11 Flocking/Herding behavior
 - 12 Goofy environmental response
 - 13 Wrist interface to ALF
 - 14 Expansion to Geneva patent
 - 15 Licensing Pleos for media characters
 - 16 Caleb animated cell phone
 - 17 Operating animated cell phone
 - 18 Medical Pleo
- At larger scales (Google Earth map with pleos on it), virtual herding can happen. What is Virtual Herding? What else can Pleos do at large scales? Pleos could get sick across the US at once. Pleo senses environment events like photography flashes, high ambient noise, and does special behaviors like hiding, simulating red eye from red eye preflash on cameras, goofy cheesy grin, etc. What other special purpose behaviors can be roped in to this. Phone ringing. Key words like "grace" which could trigger a pray for meal behavior or sending laughing and doing a trick, hearing "roll over" and shaking head "No" because he can't get back Wrist-based spanning from pleo to smarter device (Caleb). Dick-Tracey communication (come in here Pleo), monitoring child wearing device, biometric functions like blood pressure. Classes of wrist devices, child-based and parent based to provide remote baby monitoring via pleo. Pleo boob cam. Posting on social networking sites like Facebook, Rubber-facebook. Sesek idea on 2 motors to get more out of a Geneva, Sesek to talk to Chung before writing. If there is IP related to having an artificial character (evolved) that can be licensed to media (movies, web, music, Capture aspects of Calebs video demo Using clapping, morse code, voice command, etc. to dial and otherwise operation cell/internet phone. Capture aspects of pleo as monitor, interface to help (lassie mode or virtual lassie mode calling over cell or internet or 802.11 or bluetooth, etc.)



- 19 Pleo "hole in 1" orifice sensing
Blood pressure, blood oxygen, heart rate, temperature, skin conductivity, sensed via mouth or butt plug (for anal pre-pubescent boys).
- 20 Pleo biofeedback device.
Filling out a table of human states (columns) and things pleo can do to help (rows). Two aspects, simple and behavioral response to bio state of owner (wrist and non-wristband wearing). Can we get a claim of ALF responding to human via state table. Or ALF responding to other ALF via state Same as "Wrist interface to ALF" only directly sensing from pleo via magnetic field.
- 21 Direct biosensing (no wrist band)
Simple mechanism for opening/closing eye iris
- 22 Caleb functional eye iris

- Business Models to be considered in all disclosures
- Subscription model
- Consumables model
- MLM model
- Complementary model
- Trade in Trade up
- Educational
- Loyalty
- Tie-in
- Licensing (to media)
- Lottery
- Rent to own
- Lease

- Short range communication means to be considered in all disclosures
- Bluetooth
- IR
- 802.11x
- Cellular (voice, data, SMS, etc.)
- USB