

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT										
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Vincent D. Park</td> <td>06/16/2008</td> </tr> <tr> <td>Michaela Vanderveen</td> <td>06/13/2008</td> </tr> <tr> <td>Junyi Li</td> <td>06/16/2008</td> </tr> <tr> <td>M. Scott Corson</td> <td>06/23/2008</td> </tr> </tbody> </table>		Name	Execution Date	Vincent D. Park	06/16/2008	Michaela Vanderveen	06/13/2008	Junyi Li	06/16/2008	M. Scott Corson	06/23/2008
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M. Scott Corson	06/23/2008										
<b>RECEIVING PARTY DATA</b>											
<b>Name:</b>	QUALCOMM Incorporated										
<b>Street Address:</b>	5775 Morehouse Drive										
<b>Internal Address:</b>	Patent Department/Central Administration										
<b>City:</b>	San Diego										
<b>State/Country:</b>	CALIFORNIA										
<b>Postal Code:</b>	92121										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12163179</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12163179						
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Application Number:	12163179										
<b>CORRESPONDENCE DATA</b>											
<b>Fax Number:</b>	(858)658-2502										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
<b>Phone:</b>	858-845-4265										
<b>Email:</b>	us-docketing@qualcomm.com										
<b>Correspondent Name:</b>	QUALCOMM INCORPORATED										
<b>Address Line 1:</b>	5775 MOREHOUSE DR.										
<b>Address Line 4:</b>	SAN DIEGO, CALIFORNIA 92121										
<b>ATTORNEY DOCKET NUMBER:</b>	072128										
<b>NAME OF SUBMITTER:</b>	Gina Golia										

CH \$40.00 12163179

Total Attachments: 3

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## ASSIGNMENT

TO WHOM IT MAY CONCERN:

For the sum of One Dollar and other valuable consideration to us in hand paid, receipt of which is hereby acknowledged, be it known that We,

1. **Vincent D. Park**, a citizen of the United States, having a place of residence at 11 Rolling Hills Drive, Budd Lake, NJ 07828, US,
2. **Michaela Vanderveen**, a citizen of the United States, having a place of residence at 16268 Rancho Viejo, Tracy, CA 95304, US,
3. **Junyi Li**, a citizen of China P.R., having a place of residence at 357 Wren Lane, Bedminster, NJ 07921, US;
4. **M. Scott Corson**, a citizen of the United States, having a place of residence at 106 Preston Drive, Gillette, NJ 07933, US,

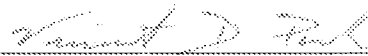
have sold, assigned and transferred and by these presents do sell, assign, transfer and set over unto **QUALCOMM Incorporated**, a Delaware corporation, having a place of business at 5775 Morehouse Drive, San Diego, California 92121-1714, its successors, legal representatives, or assigns, the entire right, title and interest in and to a certain invention relating to **METHODS AND APPARATUS FOR SECURELY ADVERTISING IDENTIFICATION AND/OR DISCOVERY INFORMATION** by us devised and the application for United States Patent therefore filed in the United States Patent and Trademark Office on June 27, 2008, assigned Application Number 12/163,179 (and we hereby authorize and instruct QUALCOMM Incorporated to hereafter complete this Assignment by inserting the filing date and serial number in the space provided when known), including, without limitation, all provisional patent applications, and all original and reissue patents granted thereof (in the United States and any foreign country), and all divisions, and continuations thereof, including the subject matter of any

## ASSIGNMENT

and all claims which may be obtained in every such patent, and all foreign rights to said invention, and covenant that we have full right to do so, and agree that we will communicate to said corporation or its representatives all facts known to us respecting said invention, whenever requested, and testify in any legal proceedings, sign all lawful papers, make all rightful oaths and generally do everything possible to aid said corporation, its successors, assigns and nominees, to obtain and enforce proper patent protection for said invention in all countries.

The Commissioner of Patents and Trademarks is requested to issue the Letters Patent which may be granted for said invention or any part thereof unto said corporation in keeping with this Assignment.

Done at Bridgewater, NJ this 16<sup>th</sup> day of June, 2008.



**Vincent D. Park**

Done at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

**Michaela Vanderveen**

Done at Bridgewater, NJ this 16<sup>th</sup> day of June, 2008.



**Junyi Li**

Done at Bridgewater NJ this 25 day of June, 2008.



**M. Scott Corson**

## ASSIGNMENT

and all claims which may be obtained in every such patent, and all foreign rights to said invention, and covenant that we have full right to do so, and agree that we will communicate to said corporation or its representatives all facts known to us respecting said invention, whenever requested, and testify in any legal proceedings, sign all lawful papers, make all rightful oaths and generally do everything possible to aid said corporation, its successors, assigns and nominees, to obtain and enforce proper patent protection for said invention in all countries.

The Commissioner of Patents and Trademarks is requested to issue the Letters Patent which may be granted for said invention or any part thereof unto said corporation in keeping with this Assignment.

Done at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
Vincent D. Park

Done at Tracy, California this 13 day of June, 2008.

Michaela Vanderveen  
\_\_\_\_\_  
Michaela Vanderveen

Done at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
Junyi Li

Done at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
M. Scott Corson