

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Alan Russell LEE</td><td>08/11/2010</td></tr><tr><td>Andrew Leonard AXELROD</td><td>08/11/2010</td></tr><tr><td>Stephen John BLACK</td><td>08/11/2010</td></tr><tr><td>Mark Arthur OLESON</td><td>08/11/2010</td></tr><tr><td>Jon H. WERNER</td><td>08/11/2010</td></tr><tr><td>Christian DIBENEDETTO</td><td>08/11/2010</td></tr></tbody></table>		Name	Execution Date	Alan Russell LEE	08/11/2010	Andrew Leonard AXELROD	08/11/2010	Stephen John BLACK	08/11/2010	Mark Arthur OLESON	08/11/2010	Jon H. WERNER	08/11/2010	Christian DIBENEDETTO	08/11/2010
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RECEIVING PARTY DATA															
<table border="1"><tr><td>Name:</td><td>adidas AG</td></tr><tr><td>Street Address:</td><td>Adi-Dassler-Platz 1-2</td></tr><tr><td>City:</td><td>Herzogenaurach</td></tr><tr><td>State/Country:</td><td>GERMANY</td></tr><tr><td>Postal Code:</td><td>91074</td></tr></table>		Name:	adidas AG	Street Address:	Adi-Dassler-Platz 1-2	City:	Herzogenaurach	State/Country:	GERMANY	Postal Code:	91074				
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PROPERTY NUMBERS Total: 1															
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CORRESPONDENCE DATA															
Fax Number: (202)371-2540 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
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PATENT  
REEL: 024885 FRAME: 0137

OP \$40.00 12836416

NAME OF SUBMITTER:

Richard D. Coller

Total Attachments: 2

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## ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) or equivalent and other good and valuable consideration paid to each of the undersigned inventors: **Alan Russell LEE, Andrew Leonard AXELROD, Stephen John BLACK, Mark Arthur OLESON, Jon H. WERNER, and Christian DIBENEDETTO**, hereby sell and assign to **adidas AG**, a corporation formed under the laws of GERMANY, whose mailing address is Adi-Dassler-Platz 1-2, 91074 Herzogenaurach, GERMANY (hereafter referred to as the Assignee), his/her entire right, title and interest, including the right to sue for past infringement and to collect for all past, present and future damages, for the United States of America (as defined in 35 U.S.C. § 100) and throughout the world,

(a) in the invention known as **Location-Aware Fitness Monitoring Methods, Systems, and Program Products, and Applications Thereof** for which application(s) for patent in the United States of America has a filing date of July 14, 2010 (also known as United States Application No. 12/836,416), in any and all applications thereon, in any and all Letters Patent(s) therefor, and

(b) in any and all applications that claim the benefit of the patent application listed above in part (a), including non-provisional applications, continuing (continuation, divisional, or continuation-in-part) applications, reissues, extensions, renewals and reexaminations of the patent application or Letters Patent therefor listed above in part (a), to the full extent of the term or terms for which Letters Patents issue, and

(c) in any and all inventions described in the patent application listed above in part (a), and in any and all forms of intellectual and industrial property protection derivable from such patent application, and that are derivable from any and all continuing applications, reissues, extensions, renewals and reexaminations of such patent application, including, without limitation, patents, applications, utility models, inventor's certificates, and designs together with the right to file applications therefor; and including the right to claim the same priority rights from any previously filed applications under the International Agreement for the Protection of Industrial Property, or any other international agreement, or the domestic laws of the country in which any such application is filed, as may be applicable;

all such rights, title and interest to be held and enjoyed by the above-named Assignee, its successors, legal representatives and assigns to the same extent as all such rights, title and interest would have been held and enjoyed by the Assignor had this assignment and sale not been made.

The undersigned inventors agree to execute all papers necessary in connection with the application(s) and any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue, reexamination or corresponding application(s) thereof and also to execute separate assignments in connection with such application(s) as the Assignee may deem necessary or expedient.


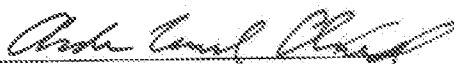
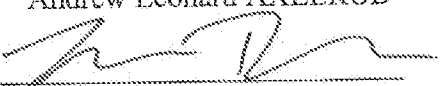

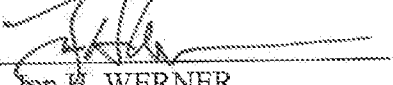

The undersigned inventors agree to execute all papers necessary in connection with any interference or patent enforcement action (judicial or otherwise) related to the application(s) or any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue or reexamination application(s) thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference or patent enforcement action.

The undersigned inventors hereby represent that he/she has full right to convey the entire interest herein assigned, and that he/she has not executed, and will not execute, any agreement in conflict therewith.

The undersigned inventors hereby grant the patent practitioners associated with **CUSTOMER NUMBER 63504** the power to insert in this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

The undersigned inventors hereby represent that he/she understands that the patent practitioners associated with **CUSTOMER NUMBER 63504** are the legal representatives of, and attorneys for, the assignee, and are NOT the legal representatives of, and attorneys for, the inventors.

IN WITNESS WHEREOF, executed by the undersigned inventors on the date opposite his/her name.

Date: <u>8/11/10</u>	Signature of Inventor: <u></u> Alan Russell LEE
Date: <u>8/11/10</u>	Signature of Inventor: <u></u> Andrew Leonard AXELROD
Date: <u>8/11/10</u>	Signature of Inventor: <u></u> Stephen John BLACK
Date: <u>8/11/10</u>	Signature of Inventor: <u></u> Mark Arthur OLESON
Date: <u>8/11/10</u>	Signature of Inventor: <u></u> Jon H. WERNER
Date: <u>8/11/10</u>	Signature of Inventor: <u></u> Christian DIBENEDETTO

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