

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Berend Ozceri	03/04/2011
Eugene M. Feinberg	03/04/2011
RECEIVING PARTY DATA	
Name:	Eye-Fi, Inc.
Street Address:	305 W. Evelyn Avenue
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94041
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13040638
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	SNR DENTON US LLP
Address Line 1:	P.O. BOX 061080
Address Line 4:	CHICAGO, ILLINOIS 60606-1080
ATTORNEY DOCKET NUMBER:	40007637-0004-002
NAME OF SUBMITTER:	Tarek N. Fahmi
Total Attachments: 1 source=40007637-0004-002_Executed_Assignment#page1.tif	

OP \$40.00 13040638

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PATENT
REEL: 025903 FRAME: 0416

ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I/we Berend Ozceri and Eugene M. Feinberg, the undersigned, hereby sell, assign, and transfer Eye-Fi, Inc., a corporation of California, having a principal place of business at 305 W. Evelyn Avenue, Mountain View, CA 94041, ("Assignee") and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled ENDLESS MEMORY, Attorney Docket No. 40007637-0004-002 and in and to said application and all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and

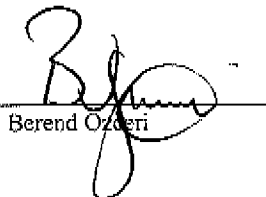
covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign Below:

Please also list the date that you signed the accompanying
DECLARATION AND POWER
OF ATTORNEY:

Date: 3/4/2011

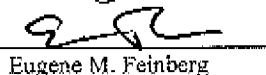
Name:


Berend Ozceri

Date: 3/4/2011

Date: 3/4/2011

Name:


Eugene M. Feinberg

Date: 3/4/2011