

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Kameron N. KERGER	06/07/2011
Daniel J. GUEST	06/07/2011
Scott D. BEITH	06/08/2011
Jee Young P. WIPPERFURTH	06/05/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Qualcomm Incorporated
<b>Street Address:</b>	5775 Morehouse Drive
<b>City:</b>	San Diego
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92121
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13079529
<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>	858-651-6439
<b>Email:</b>	us-docketing@qualcomm.com
<b>Correspondent Name:</b>	Qualcomm Incorporated
<b>Address Line 1:</b>	5775 Morehouse Drive
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92121
<b>ATTORNEY DOCKET NUMBER:</b>	101533
<b>NAME OF SUBMITTER:</b>	Tami M Procopio

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Total Attachments: 9  
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**PATENT**  
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ASSIGNMENT

WHEREAS, WE,

1. **Kameron N. KERGER**, a citizen of the United States of America, having a mailing address located at **5775 Morehouse Drive, San Diego, California**, and a resident of **San Diego, California**,
2. **Daniel J. GUEST**, a citizen of the United States of America, having a mailing address located at **5775 Morehouse Drive, San Diego, California**, and a resident of **San Diego, California**,
3. **Scott D. BEITH**, a citizen of the United States of America, having a mailing address located at **5775 Morehouse Drive, San Diego, California**, and a resident of **Carlsbad, California**,
4. **Jee Young P. WIPPERFURTH**, a citizen of the United States of America, having a mailing address located at **635 Connecticut Street, San Francisco, California**, and a resident of **San Francisco, California**,

have conceived of one or more processes, methods, machines, articles of manufacture, designs, compositions of matter, inventions, discoveries or new or useful improvements relating to **RECOMMENDING MOBILE CONTENT BY MATCHING SIMILAR USERS** (collectively the "**INVENTIONS**") for which WE have executed and/or may execute one or more patent applications therefor; and

WHEREAS, QUALCOMM Incorporated (hereinafter "**ASSIGNEE**"), a Delaware corporation, having a place of business at 5775 Morehouse Drive, San Diego, California 92121-1714, U.S.A., desires to acquire or otherwise obtain the entire right, title, and interest in and to said **INVENTIONS**, including all inventions related thereto or thereof, all patent applications therefor, and all patents that have granted or may be granted hereafter thereon, including but not limited to those identified below.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WE do hereby acknowledge that WE have sold, assigned, conveyed, and transferred, and by these presents do hereby sell, assign, convey, and transfer, unto **ASSIGNEE**, its successors, its legal representatives, and its assigns, the entire right, title, and interest throughout the world in and to said **INVENTIONS**, including all patent applications therefor that may have been filed or may be filed hereafter for said **INVENTIONS** in the United States, including but not limited to U.S. Application No(s). **13/079,529** filed **April 4, 2011**, Qualcomm Reference No. **101533**, and all provisional applications relating thereto, and all divisional applications, renewal applications, continuation applications, continuation-in-part applications, and design applications thereof, and all issued patents of the United States which may have granted or may be granted hereafter thereon and all reissues, renewals, reexaminations, and extensions to any of the foregoing and all patents issuing thereon in the United States;

AND WE further do acknowledge and agree that WE have sold, assigned, conveyed, and transferred, and by these presents do hereby sell, assign, convey, and transfer, unto ASSIGNEE, its successors, its legal representatives, and its assigns, all rights of priority under International Conventions, Treaties, or Agreements, and the entire right, title, and interest throughout the world in said INVENTIONS, including all inventions related thereto or thereof, and all patent applications therefor that may have been filed or may be filed hereafter for said INVENTIONS in any foreign country, countries, or treaty/union organizations, and all divisional applications, renewal applications, continuation applications, continuation-in-part applications, patent of addition applications, confirmation applications, validation applications, utility model applications, and design applications thereof, and all issued patents which may have granted or may be granted hereafter for said INVENTIONS in any country or countries foreign to the United States, and all reissues, renewals, reexaminations, and extensions thereof;

AND WE DO HEREBY authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications or registrations, to issue all patents for said INVENTIONS to said ASSIGNEE, its successors, its legal representatives and its assigns, in accordance with the terms of this instrument;

AND WE DO HEREBY sell, assign, transfer, and convey to said ASSIGNEE, its successors, its legal representatives, and its assigns all claims for damages and all remedies arising out of or relating to any violation(s) of any of the rights assigned hereby that have or may have accrued prior to the date of assignment to said ASSIGNEE, or may accrue hereafter, including, but not limited to the right to sue for, seek, obtain, collect, recover, and retain damages and any ongoing or prospective royalties to which WE may be entitled, or that WE may collect for any infringement or from any settlement or agreement related to any of said patents before or after issuance;

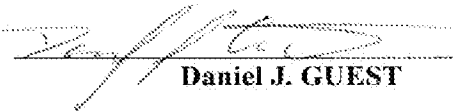
AND WE HEREBY covenant and agree that WE will communicate promptly to said ASSIGNEE, its successors, its legal representatives, and its assigns, any facts known to us respecting said INVENTIONS, and will testify in any legal proceeding, sign all lawful papers, execute all applications and certificates, make all rightful declarations and/or oaths, and provide all lawful assistance to said ASSIGNEE, its successors, its legal representatives and its assigns, to obtain and enforce patent protection for said INVENTIONS in all countries;

AND WE HEREBY represent that WE have full and exclusive, unencumbered right to sell, assign, convey and transfer all subject matter herein, and hereby covenant that WE have not and will not execute any writing or do any act whatsoever conflicting with these presents.

Done at San Diego, CA, on 6/7/2011  
LOCATION DATE

  
Kameron N. KERGER

Done at San Diego, CA, on 6/7/2011  
LOCATION DATE

  
Daniel J. GUEST

Done at \_\_\_\_\_, on \_\_\_\_\_  
LOCATION DATE

\_\_\_\_\_  
Scott D. BEITH

Done at \_\_\_\_\_, on \_\_\_\_\_  
LOCATION DATE

\_\_\_\_\_  
Jee Young P. WIPPERFURTH

ASSIGNMENT

WHEREAS, WE,

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4. **Jee Young P. WIPPERFURTH**, a citizen of the United States of America, having a mailing address located at **635 Connecticut Street, San Francisco, California**, and a resident of **San Francisco, California**,

have conceived of one or more processes, methods, machines, articles of manufacture, designs, compositions of matter, inventions, discoveries or new or useful improvements relating to **RECOMMENDING MOBILE CONTENT BY MATCHING SIMILAR USERS** (collectively the "INVENTIONS") for which WE have executed and/or may execute one or more patent applications therefor; and

WHEREAS, QUALCOMM Incorporated (hereinafter "ASSIGNEE"), a Delaware corporation, having a place of business at 5775 Morehouse Drive, San Diego, California 92121-1714, U.S.A., desires to acquire or otherwise obtain the entire right, title, and interest in and to said INVENTIONS, including all inventions related thereto or thereof, all patent applications therefor, and all patents that have granted or may be granted hereafter thereon, including but not limited to those identified below.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WE do hereby acknowledge that WE have sold, assigned, conveyed, and transferred, and by these presents do hereby sell, assign, convey, and transfer, unto ASSIGNEE, its successors, its legal representatives, and its assigns, the entire right, title, and interest throughout the world in and to said INVENTIONS, including all patent applications therefor that may have been filed or may be filed hereafter for said INVENTIONS in the United States, including but not limited to U.S. Application No(s). **13/079,529** filed **April 4, 2011**, Qualcomm Reference No. **101533**, and all provisional applications relating thereto, and all divisional applications, renewal applications, continuation applications, continuation-in-part applications, and design applications thereof, and all issued patents of the United States which may have granted or may be granted hereafter thereon and all reissues, renewals, reexaminations, and extensions to any of the foregoing and all patents issuing thereon in the United States;

AND WE further do acknowledge and agree that WE have sold, assigned, conveyed, and transferred, and by these presents do hereby sell, assign, convey, and transfer, unto ASSIGNEE, its successors, its legal representatives, and its assigns, all rights of priority under International Conventions, Treaties, or Agreements, and the entire right, title, and interest throughout the world in said INVENTIONS, including all inventions related thereto or thereof, and all patent applications therefor that may have been filed or may be filed hereafter for said INVENTIONS in any foreign country, countries, or treaty/union organizations, and all divisional applications, renewal applications, continuation applications, continuation-in-part applications, patent of addition applications, confirmation applications, validation applications, utility model applications, and design applications thereof, and all issued patents which may have granted or may be granted hereafter for said INVENTIONS in any country or countries foreign to the United States, and all reissues, renewals, reexaminations, and extensions thereof;

AND WE DO HEREBY authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications or registrations, to issue all patents for said INVENTIONS to said ASSIGNEE, its successors, its legal representatives and its assigns, in accordance with the terms of this instrument;

AND WE DO HEREBY sell, assign, transfer, and convey to said ASSIGNEE, its successors, its legal representatives, and its assigns all claims for damages and all remedies arising out of or relating to any violation(s) of any of the rights assigned hereby that have or may have accrued prior to the date of assignment to said ASSIGNEE, or may accrue hereafter, including, but not limited to the right to sue for, seek, obtain, collect, recover, and retain damages and any ongoing or prospective royalties to which WE may be entitled, or that WE may collect for any infringement or from any settlement or agreement related to any of said patents before or after issuance;

AND WE HEREBY covenant and agree that WE will communicate promptly to said ASSIGNEE, its successors, its legal representatives, and its assigns, any facts known to us respecting said INVENTIONS, and will testify in any legal proceeding, sign all lawful papers, execute all applications and certificates, make all rightful declarations and/or oaths, and provide all lawful assistance to said ASSIGNEE, its successors, its legal representatives and its assigns, to obtain and enforce patent protection for said INVENTIONS in all countries;





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3. **Scott D. BEITH**, a citizen of the United States of America, having a mailing address located at **5775 Morehouse Drive, San Diego, California**, and a resident of **Carlsbad, California**,
4. **Joe Young P. WIPPERFURTH**, a citizen of the United States of America, having a mailing address located at **172 Prentiss Street, San Francisco, California**, and a resident of **San Francisco, California**,

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Done at \_\_\_\_\_, on \_\_\_\_\_  
LOCATION DATE Kameron N. KERGER

Done at \_\_\_\_\_, on \_\_\_\_\_  
LOCATION DATE Daniel J. GUEST

Done at \_\_\_\_\_, on \_\_\_\_\_  
LOCATION DATE Scott D. BEITH

Done at San Francisco, CA, on June 5, 2011  
LOCATION DATE   
Joe Young P. WIPPERFURTH