

PATENT ASSIGNMENT

Electronic Version v1.1
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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>David J. Ross</td> <td>07/09/2008</td> </tr> <tr> <td>Eric Carl Rosen</td> <td>06/16/2008</td> </tr> </tbody> </table>		Name	Execution Date	David J. Ross	07/09/2008	Eric Carl Rosen	06/16/2008				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>QUALCOMM Incorporated</td> </tr> <tr> <td>Street Address:</td> <td>5775 Morehouse Drive</td> </tr> <tr> <td>City:</td> <td>San Diego</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>92121</td> </tr> </table>		Name:	QUALCOMM Incorporated	Street Address:	5775 Morehouse Drive	City:	San Diego	State/Country:	CALIFORNIA	Postal Code:	92121
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: (858)658-2502 Phone: 858-845-4265 Email: us-docketing@qualcomm.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: QUALCOMM INCORPORATED Address Line 1: 5775 MOREHOUSE DR. Address Line 4: SAN DIEGO, CALIFORNIA 92121</p>											
ATTORNEY DOCKET NUMBER:	070473C2										
NAME OF SUBMITTER:	Roxanne Ross										
<p>Total Attachments: 2 source=070473C2_Assignment#page1.tif source=070473C2_Assignment#page2.tif</p>											

CH \$40.00 13398057

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,

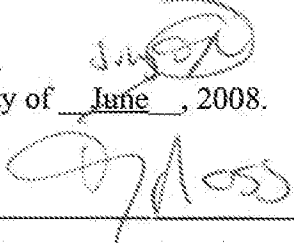
1. David Jonathan ROSS, a citizen of the United States of America, having a place of residence at 4008 Lago di Grata, San Diego, California 92130 USA; and

2. Eric Carl ROSEN, a citizen of the United States of America, having a place of residence at 611 Calle Paula, Solana Beach, California 92075, USA;

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 SYSTEM AND METHOD FOR USER PROFILING FROM GATHERING USER DATA THROUGH INTERACTION WITH A WIRELESS COMMUNICATION DEVICE by us devised and the application for United States Patent therefore filed in the United States Patent and Trademark Office on JUNE 18, 2008, assigned Application Number 12/141,302 (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, including Provisional Application Number 60/945,101 filed on June 20, 2007, 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 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.

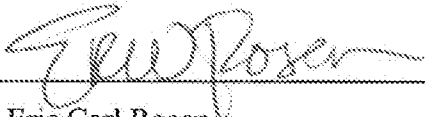
The Commissioner of Patents and Trademarks is requested to issue the Letters Patent which may be granted for said invention or any part thereof unto said corporation in keeping with this Assignment.

Done at San Diego, California, this 9th day of June, 2008.



David Jonathan Ross

Done at San Diego, California, this 16 day of June, 2008.



Eric Carl Rosen