

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Arkadiusz Wysocki	05/19/2011
RECEIVING PARTY DATA	
Name:	TomTom Polska Sp z o.o.
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City:	Warsawa
State/Country:	POLAND
Postal Code:	00-406
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13392537
CORRESPONDENCE DATA	
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Correspondent Name:	TomTom International B.V.
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Address Line 2:	IP Creation
Address Line 4:	Amsterdam, NETHERLANDS 1011 DK
ATTORNEY DOCKET NUMBER:	2148/US
NAME OF SUBMITTER:	Clayton R. Morlock
Total Attachments: 2 source=2148_Assignment#page1.tif source=2148_Assignment#page2.tif	

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ASSIGNMENT

This Patent Assignment is made

BETWEEN:

Arkadiusz WYSOCKI, a Polish citizen residing at 1-go Maja 20 m 14, 90-718, Lodz, Poland;
(the "Inventor", hereinafter referred to as the "Assignor");

AND:

Tele Atlas Polska SP Z.O.O. a Polish company of ul Ludna 2, Warszawa 00-406, Poland.
(the "Assignee").

WHEREAS, Tele Atlas Polska SP.Z.O.O. changed its name to TomTom Polska SP.Z.O.O. effective 31 December 2010.

WHEREAS, the Inventors are employees of the Assignee, and during the course of their employment have invented:

METHOD OF CREATING AN AUDIENCE MAP

Docket ID No. 2148/PCT

and in respect of which has been filed:

International Patent Application No. PCT/EP2009/068049 on 31 December 2009

WHEREAS, the Assignee is desirous of acquiring all right, title, and interest in and to the invention(s) as set forth in the aforementioned applications and the applications themselves.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the Assignor confirms any prior assignment to the Assignee and the right of the Assignee to file the aforementioned patent applications, such as by virtue of employment, and to the extent that the Assignor has not already done so, agrees to assign, and hereby does, sell, assign and transfer unto the Assignee and its successors in interest, the full and exclusive right, title and interest in any country of the world, including the right to claim priority under the laws of the United States, the Paris

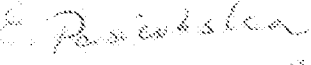

Convention, and any foreign countries, to the invention(s) as described in the aforementioned patent applications, to the patent applications themselves, and all divisions, continuations, continuations-in-part, national phase applications or other applications claiming priority directly or indirectly from the aforementioned applications, and any patents, registered designs, utility models, or other similar rights which may be granted thereon, including reissues, reexaminations and extensions thereof, and all copyright and unregistered design rights throughout the world in the aforesaid application and the subject matter disclosed therein, these rights, title and interest to be held and enjoyed by the Assignee to the full end of the term for which the patents, utility models, or other similar rights, are granted and any extensions thereof as fully and entirely as the same would have been held by the Assignor had this assignment not been made, and the right to sue for, and recover for past, present and future infringements of, or liabilities for, any of the rights relating to any of the applications, patents, registered designs, utility models, or other similar rights, resulting therefrom, and the copyright rights;

the Assignor hereby covenants and agrees to execute all instruments or documents required or requested for the making and prosecution of any applications of any type for patent, utility model, or other similar rights, and for copyright, in any country of the world including, but not limited to, any provisional, continuation, continuation-in-part, divisional, renewal or substitute thereof, and as to letters patent any reissue, re-examination, or extension thereof, and for litigation regarding, or for the purpose of protecting title in and to the invention(s), the applications and patents in respect thereof, and to testify in support thereof, for the benefit of Assignee without further or other compensation than that above set forth; and

the Assignor hereby covenants and agrees to allow any information in respect of the aforementioned application(s), including the application number and filing date, to be inserted above (after the execution of the Assignment) once such information is known.

IN WITNESS WHEREOF, the Assignment is executed as of the date(s) given below:

Signature: 
Name: Arkadiusz WYSOCKI

Witness1: 
Witness2: 

Date: 11.05.2011