

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Thomas PHAN	08/14/2012
RECEIVING PARTY DATA	
Name:	Samsung Electronics Co., Ltd.
Street Address:	416, Maetan-3Dong, Yeongtong-Gu
City:	Suwon City, Gyeonggi-Do
State/Country:	KOREA, REPUBLIC OF
Postal Code:	443-742
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13585740
CORRESPONDENCE DATA	
Fax Number:	
Phone:	408-255-8001
Email:	Prodriguez@beyerlaw.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Beyer Law Group LLP/ SISA
Address Line 1:	P.O. Box 1687
Address Line 4:	Cupertino, CALIFORNIA 95015-1687
ATTORNEY DOCKET NUMBER:	SISAP195/ATL11-BT04-A2
NAME OF SUBMITTER:	Edward Van Gieson
Total Attachments: 1 source=SISAP195_Assignment#page1.tif	

CH \$40.00 13585740

## ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

### DISPLAYING MOBILE ADVERTISING BASED ON DETERMINING USER'S PHYSICAL ACTIVITY FROM MOBILE DEVICE SENSOR DATA

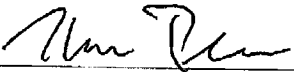
(Atty. Docket No. SISAP195), (check one)

- for which I have executed a U.S. patent application on even date herewith. (Accompanying)  
 which bears U.S. application No. 13/585,740. (Not accompanying)  
 which is a U.S. provisional application. (Accompanying)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to **Samsung Electronics Co., Ltd.**, a Korean corporation having a place of business at **416, Maetan-3Dong, Yeongtong-Gu, Suwon City, Gyeonggi-Do, Republic of Korea 443-742** ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

1) Signature:  Date: 8/14/12  
Typed Name: Thomas PHAN