

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Paul Mach	09/10/2012
RECEIVING PARTY DATA	
Name:	Strava, Inc.
Street Address:	PO Box 32
City:	Hanover
State/Country:	NEW HAMPSHIRE
Postal Code:	03755
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13214369
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ATTORNEY DOCKET NUMBER:	STRAP004
NAME OF SUBMITTER:	Jia-Ning Qu
Total Attachments: 4 source=STRAP004_Assignment#page1.tif source=STRAP004_Assignment#page2.tif source=STRAP004_Assignment#page3.tif source=STRAP004_Assignment#page4.tif	

PATENT

## PATENT ASSIGNMENT

THIS PATENT ASSIGNMENT (this "**Assignment**"), dated as of September 10, 2012 (the "**Effective Date**"), is made by and between Paul Mach (the "**Assignor**"), and Strava, Inc., a Delaware corporation (the "**Assignee**").

WHEREAS, the Assignor and the Assignee are parties to that certain Asset Purchase Agreement (the "**Agreement**"), dated as of September 10, 2012, pursuant to which the Assignor sold certain assets to the Assignee:

WHEREAS, the Assignor is the owner of the entire right, title and interest in, to and under those United States patents and patent applications listed on Schedule A and any foreign counterparts or equivalents thereto, existing now or in the future and including, but not limited to, patents of utility, improvement or addition, utility model and appearance and industrial design patents and inventors certificates, as well as divisionals, reissues, continuations (in whole or in part), renewals and extensions of any of the foregoing and any patents that may issue from any of the foregoing (collectively, the "**Patents**"); and

WHEREAS, the Assignee wishes to acquire and the Assignor wishes to assign all of the Assignors' right, title and interest in and to the Patents.

NOW, THEREFORE, for good and valuable consideration (including the premises and covenants set forth in the Agreement), the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

The Assignor hereby irrevocably sells, assigns, transfers and sets over to the Assignee all of the Assignor's right, title and interest in and to the Patents, any foreign counterparts or equivalents thereto, existing now or in the future and including, but not limited to, patents of utility, improvement or addition, utility model and appearance and industrial design patents and inventors certificates, as well as divisionals, reissues, continuations (in whole or in part), renewals and extensions of any of the foregoing and any patents that may issue from any of the foregoing, and including the subject matter of all claims that may be obtained therefrom, for the Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made, together with all income, royalties, damages or payments due or payable as of the Effective Date or thereafter related to any of the foregoing, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Patents, with the right to sue for and collect the same for the Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

and enjoyment of the Assignee and its successors, assigns or other legal representatives.

The Assignor shall provide the Assignee, its successors, assigns or other legal representatives, cooperation and assistance at the Assignee's request and expense (including the execution and delivery of any and all affidavits, declarations, oaths, exhibits, assignments, powers of attorney or other documentation) as may be reasonably required in the implementation or perfection of this Assignment.

This Assignment may be executed in one or more counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same instrument.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Assignment to be duly executed as of the date first above written.

ASSIGNOR:



Paul Mach

ASSIGNEE:

STRAVA, INC.,  
a Delaware corporation

By: 

Name: MICHAEL HORVATH

Title: CEO & PRESIDENT

**SCHEDULE A**

**PATENTS AND PATENT APPLICATIONS**

<b>Country</b>	<b>Patent Application Publication No.</b>	<b>Publication Date</b>	<b>Application No.</b>	<b>Appl. Date</b>	<b>Patent Title</b>
USA	N/A	N/A	61/377,669	8/27/2010	Method and System for Comparing Performance Statistics with Respect to Location
USA	US-2012-0053896	3/1/2012	13/214,369	8/22/2011	Method and System for Comparing Performance Statistics with Respect to Location