

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AKQA, Ltd.	07/19/2013
RECEIVING PARTY DATA	
Name:	AKQA, Inc.
Street Address:	118 King Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94107
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13290478
CORRESPONDENCE DATA	
Fax Number:	3124635001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-463-5000
Email:	jstofko@bannerwitcoff.com, bwptopat@bannerwitcoff.com
Correspondent Name:	Shawn P. Gorman
Address Line 1:	10 S. Wacker Drive
Address Line 2:	Suite 3000
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	215127.01611
NAME OF SUBMITTER:	Shawn P. Gorman
Signature:	/Shawn P. Gorman/
Date:	07/25/2013
Total Attachments: 2 source=1611_Executed_Assignment_AKQA_ltd_to_AKQA_Inc#page1.tif source=1611_Executed_Assignment_AKQA_ltd_to_AKQA_Inc#page2.tif	

CH \$40.00 13290478

ASSIGNMENT

AKQA, LTD.
to
AKQA, INC.

WHEREAS AKQA, LTD., an entity based in the city of London, UK, having a place of business at 1 St John's Lane, London EC1M 4BL, UK, herein called "ASSIGNOR," has acquired the entire right, title, and interest of Inventors Xavier Jacob, Geoff Northcott and Robert Thomsen, in a patent application entitled "METHOD AND SYSTEM FOR AUTOMATED PERSONAL TRAINING," for which an application for a Patent of the United States was filed in the United States Patent and Trademark Office on November 7, 2011, and accorded Serial No. 13/290,478, and in the inventions disclosed therein and in any patent or patents to be obtained therefor; and

WHEREAS, AKQA, INC., a corporation of the State of California, having a place of business at 118 King Street, San Francisco, California 94107, USA, herein called "ASSIGNEE," is desirous of confirming that it already has been assigned, or if not already assigned, is desirous of acquiring said inventions and the patent application therefor, and any patent or patents to be obtained therefor.

NOW THEREFORE, To All Whom It May Concern, be it known that, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable considerations, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR has sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the said ASSIGNEE, its entire right, title, and interest in and to said application and the invention shown, described, or claimed therein; and in and to any extensions, reissues, divisions, or renewals of said application; and it does hereby authorize and request the Commissioner of Patents or other proper Officer, to issue such Letters Patent, or any of them to the said ASSIGNEE as the owners of the entire right, title, and interest and to the same, and to their successors or assigns.

ASSIGNOR further covenants and agrees, at the request and expense of the said ASSIGNEE, to execute such other and further assurances of title as may be necessary or proper to fully convey the interest herein sought to be conveyed, to execute such application papers as may be desired by the said ASSIGNEE for the filing of any division or renewal of the application herein conveyed, or for the reissues or extensions of any Letters Patent that may be granted upon said application, and to execute such other papers as desired by the said ASSIGNEE.

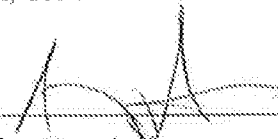
ASSIGNOR further assigns unto the said ASSIGNEE the invention disclosed in the application throughout all countries foreign to the United States, and do hereby authorize the said ASSIGNEE to apply for patents therefor in the name of the ASSIGNEE in countries where such procedure is proper and to claim the benefit of the International Convention and do agree to execute applications for the said invention in the several countries where it is necessary, and to execute assignments of such applications and the patents to be obtained therefor to the said ASSIGNEE, as well as all other necessary papers.

ASSIGNMENT

AKQA, LTD.
to
AKQA, INC.


I hereunto set my hand this 19th day of July, 2013.

AKQA, LTD.

By: 
Ajaz Ahmed
Director

I hereunto set my hand this 19th day of July, 2013.

AKQA, INC.

By: 
Lester Feintuck
Chief Financial Officer