

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

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>Sergey Boldyrev</td> <td>08/08/2013</td> </tr> <tr> <td>Mohammed Ali Wieslaw Khalesi</td> <td>08/09/2013</td> </tr> <tr> <td>Lauri Aarno Olavi Tarkkala</td> <td>08/07/2013</td> </tr> </tbody> </table>		Name	Execution Date	Sergey Boldyrev	08/08/2013	Mohammed Ali Wieslaw Khalesi	08/09/2013	Lauri Aarno Olavi Tarkkala	08/07/2013		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>HERE Global B.V.</td> </tr> <tr> <td>Street Address:</td> <td>De Run 1115</td> </tr> <tr> <td>City:</td> <td>Veldhoven</td> </tr> <tr> <td>State/Country:</td> <td>NETHERLANDS</td> </tr> <tr> <td>Postal Code:</td> <td>5503</td> </tr> </table>		Name:	HERE Global B.V.	Street Address:	De Run 1115	City:	Veldhoven	State/Country:	NETHERLANDS	Postal Code:	5503
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number:	7035199958										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	P7308US00										
NAME OF SUBMITTER:	Khouane Ditthavong										
Signature:	/Khouane Ditthavong/										
Date:	09/09/2013										

OP \$40.00 13954558

This document serves as an Oath/Declaration (37 CFR 1.63).

**Total Attachments: 6**

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**DITTHAVONG MORI & STEINER, P.C.**

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+1-703-519-9958 FACSIMILE

Attorney Docket No.: P7308US00

*Patent*

**COMBINED DECLARATION AND ASSIGNMENT**  
**FOR PATENT APPLICATION**

Title of Invention: METHOD AND APPARATUS FOR  
PERFORMING REAL-TIME OUT OF HOME ADVERTISING PERFORMANCE  
ANALYTICS BASED ON ARBITRARY DATA STREAMS AND OUT OF HOME  
ADVERTISING DISPLAY ANALYSIS

As the below named inventor, I hereby declare that this declaration is directed to:

- The attached application, or  
 United States application or PCT international application filed on July 30, 2013  
and assigned Serial No. 13/954,558

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claim(s), as amended by any amendment made on \_\_\_\_ (if applicable).

I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I the undersigned hereby sell, assign, and transfer to HERE Global B.V., a corporation of De Run 1115, Veldhoven, LB 5503 Netherlands, having a principal place of business at Netherlands ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the above-identified application for the United States patent, which:

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements;

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execute all assignments and powers of attorney; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and

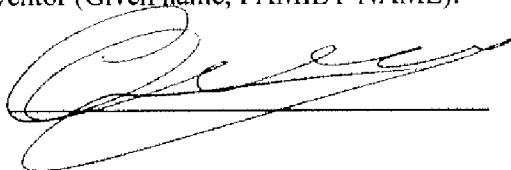
covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Full Name of First Inventor (Given name, FAMILY NAME):

Sergey BOLDYREV

Inventor's Signature



Date

August 8<sup>th</sup>, 2013

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form.  
Use an additional form for each inventor.

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and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements;

1/2

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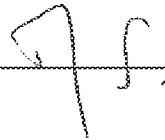
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Full Name of Second Inventor (Given name, FAMILY NAME):

Mohammed Ali Wieslaw KHALESI

Inventor's Signature



Date

August 9, 2013

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form.

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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Full Name of Third Inventor (Given name, FAMILY NAME):

Lauri Aarno Olavi TARKKALA

Inventor's Signature



Date

2013-08-07

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