

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2610400

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>XI ZHANG</td> <td>11/07/2013</td> </tr> <tr> <td>XIN CHEN</td> <td>11/07/2013</td> </tr> </tbody> </table>		Name	Execution Date	XI ZHANG	11/07/2013	XIN CHEN	11/07/2013				
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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 LB</td> </tr> </table>		Name:	HERE GLOBAL B.V.	Street Address:	DE RUN 1115	City:	VELDHoven	State/Country:	NETHERLANDS	Postal Code:	5503 LB
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: (312)291-0864 Phone: 312-291-0860 Email: jpadalino@lsk-iplaw.com <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> Correspondent Name: LEMPIA SUMMERFIELD KATZ LLC Address Line 1: ONE NORTH LASALLE STREET Address Line 2: SUITE 2900 Address Line 4: CHICAGO, ILLINOIS 60602											
ATTORNEY DOCKET NUMBER:	10171-13035A (NC83605US)										
NAME OF SUBMITTER:	BRIAN GAUSE										
Signature:	/Brian Gause/										
Date:	11/11/2013										

CH \$40.00 14076636

Total Attachments: 4

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PATENT

REEL: 031577 FRAME: 0504

Case No. 10171/13035A
(Client Ref. No. NC83605US)

ASSIGNMENT

WHEREAS, Xin Chen and Xi Zhang, hereinafter called the "Assignors," have made the invention described in the United States patent application entitled "DISTINGUISHABLE GEOGRAPHIC AREA PRESENTATION," for which the DECLARATION FOR PATENT APPLICATION has been executed by Assignors on the same date as, or on a date prior to, this Assignment;

WHEREAS, HERE Global B.V., a corporation organized and existing under the laws of The Netherlands who principal office is in Veldhoven, The Netherlands, hereinafter called the "Assignee," desires to acquire the entire right, title and interest in and to the invention and the patent application identified above, and all patents which may be obtained for said invention, as set forth below;

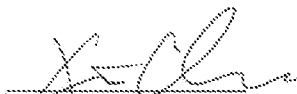
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) per Assignor, and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for all such patents.

The Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and

patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignors have executed this agreement.

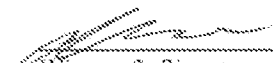

Xin Chen

11/7/2013
DATE

Miao Li
Witness 1: Signature

MIAOLI
Print Name

11/07/2013
DATE


Witness 2: Signature

XIANG MA
Print Name

11/07/2013
DATE

Xi Zhang

DATE


Witness 1: Signature

Print Name

DATE

Witness 2: Signature

Print Name

DATE

ASSIGNMENT

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Xin Chen

DATE

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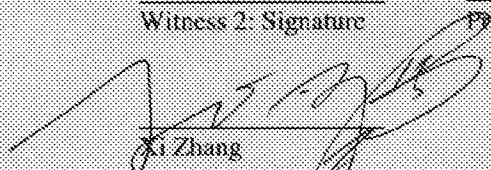
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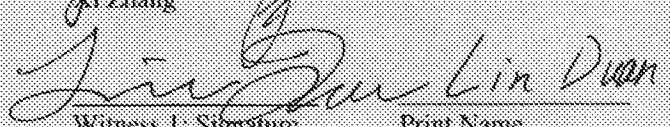
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Print Name

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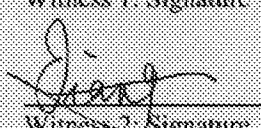

Xi Zhang

11/07/2013
DATE


Witness 1: Signature

Lin Duan
Print Name

11/07/2013
DATE


Witness 2: Signature

Shanshan Jiang
Print Name

11/07/2013
DATE