502713505 03/10/2014

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
DAVID WRIGHT	03/10/2014

RECEIVING PARTY DATA

Name:	MYZONE LIMITED	
Street Address:	29/31 ATHOL STREET	
City:	DOUGLAS	
State/Country:	ISLE OF MAN	
Postal Code:	1M1 1LB	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14126120

CORRESPONDENCE DATA

Fax Number: (310)734-3300

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via

US Mail.

(310) 734-3200 Phone:

Email: emiyake@steptoe.com

Correspondent Name: STEPTOE & JOHNSON LLP Address Line 1: 2121 AVENUE OF THE STARS

Address Line 2: **SUITE 2800**

Address Line 4: LOS ANGELES, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	84263.0001
NAME OF SUBMITTER:	BROOKE W. QUIST
SIGNATURE:	/Brooke W. Quist/
DATE SIGNED:	03/10/2014

Total Attachments: 1

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PATENT 502713505

REEL: 032422 FRAME: 0273

ASSIGNMENT

This Assignment is made by DAVID WRIGHT of Nottingham, GB, Assignor, to MYZONE LIMITED., a Great Britain Corporation, Assignee, having a place of business at 29/31 Athol Street, Douglas, Isle of Man, 1M1 1LB, GB;

WHEREAS, Assignor has invented a new and useful PHYSICAL ACTIVITY MONITORING SYSTEMS and Assignor believes himself to be the original inventor of the invention(s) disclosed and claimed in U.S. Application Number 14/126,120 (the "Application"); and

WHEREAS, Assignee desires to acquire by formal, recordable assignment the entire right, title and interest in and to said invention(s), said Application, any Letters Patent, and all other related and associated intellectual property that may be granted therefor in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred and set over, and by these presents hereby sells, assigns, transfers and sets over to Assignee all of Assignor's right, title and interest in, to and under said invention(s) said Application, and all other related and associated intellectual property (including, but not limited to copyrights, trademarks, service marks, trade dress, trade names, domain names, designs, know-how and trade secrets), including (a) the right to apply for patents or any other intellectual property protection in the United States of America and in all foreign countries for said invention(s), said Application and/or all other related intellectual property (b) all application for patents for said invention(s) or based on said Application in all countries, now filed or to be filed, including all non-provisional, divisional, renewal, substitute, continuation, continuation-in-part and convention applications based in whole or in part upon said invention(s) or upon said Application, (c) all patents which may issue on said invention(s) and on any application transferred by this Assignment in the United States and foreign countries, and any and all reissues, reexams, extensions, divisions, renewals, substitutes, continuations or continuations-in-part of patents granted for said invention(s) or upon such Application, for the full term or terms for which the patents may be issued, (d) every priority right that is or may be predicated upon or arise from said invention(s), said Application and such patents under any applicable international or bilateral treaty, agreement or convention; (e) all trademarks, service marks, copyrights, registrations, and other rights arising from seeking and/or procuring protection of all such other intellectual property rights; and (f) all rights to sue and recover for any past or future infringements of any and all of the foregoing. Assignor hereby authorizes Assignee to file the Application or any other application in all countries for any or all of said invention(s) or other intellectual property in Assignor's name, or in Assignee's name or otherwise as Assignee may deem advisable, under any international or bilateral treaty, agreement or convention, or otherwise,

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, he and his legal representative(s) and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing or enforcing a Letters Patent or other intellectual property rights in the United States and throughout the world for said invention, said Application and/or other intellectual property rights and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to said invention(s), said Application, any Letters Patent granted for said invention(s), or any other intellectual property rights in the United States and throughout the world.

Assignor represents and warrants that he has not granted and will not grant to others any rights inconsistent with the rights granted herein.

IN WITNESS WHEREOF, Assignor has executed this

Dated: March 10, 2014

this Assignment on the day watten hereinbelow.

Doc. # DC-8289579 v.1

PATENT REEL: 032422 FRAME: 0274

RECORDED: 03/10/2014