

<b>PATENT ASSIGNMENT COVER SHEET</b>
--------------------------------------

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3081762

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SYNAPSE PRODUCT DEVELOPMENT, LLC	03/26/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	NIKE, INC.
<b>Street Address:</b>	ONE BOWERMAN DRIVE
<b>City:</b>	BEAVERTON
<b>State/Country:</b>	OREGON
<b>Postal Code:</b>	97005
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14194133
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)463-5001
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	312-463-5000
<b>Email:</b>	jflynn@bannerwitcoff.com, bwptopat@bannerwitcoff.com
<b>Correspondent Name:</b>	SHAWN P. GORMAN
<b>Address Line 1:</b>	10 S. WACKER DRIVE
<b>Address Line 2:</b>	SUITE 3000
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60606
<b>ATTORNEY DOCKET NUMBER:</b>	215127.01849
<b>NAME OF SUBMITTER:</b>	SHAWN P. GORMAN
<b>SIGNATURE:</b>	/Shawn P. Gorman/
<b>DATE SIGNED:</b>	10/27/2014
<b>Total Attachments: 2</b>	
source=1849_Assignment_Synapse_to_Nike#page1.tif	
source=1849_Assignment_Synapse_to_Nike#page2.tif	

## ASSIGNMENT

Synapse Product Development LLC  
to  
Nike, Inc.

WHEREAS Synapse Product Development LLC, a limited liability company of the State of Washington, having a place of business at 1511 6<sup>th</sup> Avenue, Suite 400, Seattle, Washington 98101, USA, herein called "ASSIGNOR," has acquired the entire right, title, and interest of Inventors Marco Micheletti, Greg McKeag, James Zipperer and Michael Lapinsky, in a patent application entitled "ACTIVITY RECOGNITION WITH ACTIVITY REMINDERS," for which an application for a *Patent* of the United States was filed in the United States Patent and Trademark Office on February 28, 2014, and accorded Serial No. 14/194,133, and in the inventions disclosed therein and in any patent or patents to be obtained therefor; and

WHEREAS, Nike, Inc., a corporation of the State of Oregon, having a place of business at One Bowerman Drive, Beaverton, Oregon 97005, 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.

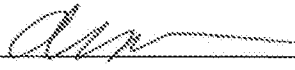
ASSIGNOR further assigns unto the said ASSIGNEE the invention disclosed in the application throughout all countries foreign to the United States, and do hereby authorize the said ASSIGNEE to apply for patents therefor in the name of the ASSIGNEE in countries where such procedure is proper and to claim 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**

**Synapse Product Development LLC**  
to  
**Nike, Inc.**


I hereunto set my hand this 26<sup>th</sup> day of March 2014.

SYNAPSE PRODUCT DEVELOPMENT LLC

By:   
Printed Name: CLAYTON WOOD  
Title: CEO + PRESIDENT

I hereunto set my hand this 10<sup>th</sup> day of September 2014.

NIKE, Inc.

By:   
Timothy J. Crean  
Attorney in Fact