

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3232209

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	DAVIS KITCHEL	02/05/2015
RECEIVING PARTY DATA		
Name:	STRAVA, INC.	
Street Address:	500 3RD STREET, SUITE 110	
City:	SAN FRANCISCO	
State/Country:	CALIFORNIA	
Postal Code:	94107	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	14564863	
CORRESPONDENCE DATA		
Fax Number:	(408)973-2595	
<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>		
Phone:	408-207-4763	
Email:	mhuang@ip-patent.com	
Correspondent Name:	VAN PELT, YI & JAMES LLP	
Address Line 1:	10050 N. FOOTHILL BLVD., SUITE 200	
Address Line 4:	CUPERTINO, CALIFORNIA 95014	
ATTORNEY DOCKET NUMBER:	STRAP007	
NAME OF SUBMITTER:	JIA-NING QU	
SIGNATURE:	/Jia-Ning Qu/	
DATE SIGNED:	02/19/2015	
Total Attachments: 1		
source=STRAP007 Executed Assignment#page1.tif		

ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

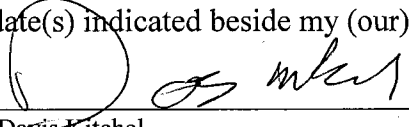
GENERATING USER PREFERENCE ACTIVITY MAPS

for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on December 9, 2014, and which bears the Application No. 14/564,863 (the "Application");

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Sell, assign, and transfer to Strava, Inc., a Delaware corporation having a place of business at 500 3rd Street, Suite 110, San Francisco, CA 94107, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

1) Signature: 
Typed Name: Davis Kitchel

Date: 2/5/15