503676540 02/02/2016

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3723176

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|-------------|----------------|
| JAMES BROWN | 09/11/2015 |

RECEIVING PARTY DATA

| Name: | CLOUDMADE, INC. |
|-------------------|------------------|
| Street Address: | 1370 WILLOW ROAD |
| Internal Address: | 2ND FLOOR |
| City: | MENLO PARK |
| State/Country: | CALIFORNIA |
| Postal Code: | 94025 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 14664350 |

CORRESPONDENCE DATA

Fax Number: (949)852-0004

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.

Phone: 9498520000 Email: pair@kppb.com **Correspondent Name: KPPB LLP**

Address Line 1: 2400 E. KATELLA AVENUE

Address Line 2: **SUITE 1050**

Address Line 4: ANAHEIM, CALIFORNIA 92806

| ATTORNEY DOCKET NUMBER: | C24-03416 | |
|-------------------------|--------------|--|
| NAME OF SUBMITTER: | AGNES POON | |
| SIGNATURE: | /Agnes Poon/ | |
| DATE SIGNED: | 02/02/2016 | |

Total Attachments: 3

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> PATENT REEL: 037648 FRAME: 0566 503676540

| RECORDATION FORM COVER SHEET PATENTS ONLY To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below. | | |
|--|--|--|
| | | |
| James Brown | Internal Address: 2nd Floor | |
| Additional name(s) of conveying party(ies) attached? Yes No. 3. Nature of conveyance/Execution Date(s): Execution Date(s) Sep 11, 2015 Assignment Merger | Street Address: 1370 Willow Road | |
| Security Agreement Change of Name | City: Menlo Park | |
| Joint Research Agreement | State: CA | |
| Government Interest Assignment Executive Order 9424, Confirmatory License | Country: US Zip: 94025 | |
| Other | Additional name(s) & address(es) attached? Yes 💹 No | |
| 4. Application or patent number(s): This A. Patent Application No.(s) 14/664,350 | document serves as an Oath/Declaration (37 CFR 1.63). B. Patent No.(s) | |
| Additional numbers at | | |
| 5. Name and address to whom correspondence concerning document should be mailed: | 6. Total number of applications and patents involved: | |
| Name: KPPB LLP | *************************************** | |
| Internal Address: Suite 1050 | 7. Total fee (37 CFR 1.21(h) & 3.41) \$ | |
| Street Address: 2400 E. Katella Avenue | Authorized to be charged to deposit account Enclosed None required (government interest not affecting title) | |
| City: Anaheim | 8. Payment Information | |
| State: CA Zip: 92806 | | |
| Phone Number: 949.852.0000 | 50.4407 | |
| Docket Number: C24-03416 | Deposit Account Number 50-4407 | |
| Email Address: pair@kppb.com | Authorized User Name | |
| 9. Signature: /William P. Wilbar/ | 02-02-2016 | |
| Signature William P. Wilbar | Date Total number of pages including cover | |
| Name of Person Signing | sheet, attachments, and documents: | |
| Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450 | | |

PATENT REEL: 037648 FRAME: 0567

ASSIGNMENT

WHEREAS, I, James Brown, have made certain new and useful inventions and improvements for which an application for Letters Patent of the United States entitled Systems and Methods for Providing Information for Predicting Desired Information and Taking Actions Related to User Needs in a Mobile Device filed March 20, 2015 and having been assigned Application No. 14/664,350;

WHEREAS. CloudMade, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 1370 Willow Road, 2nd Floor, Menlo Park, California 94025 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefore;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, I have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and I do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, I do hereby agree that I and my executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal

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PATENT REEL: 037648 FRAME: 0568 proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

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

IN WITNESS WHEREOF, I have hereunto set my hand this __//_ day of __SoAndoo__, 2015.

James Brown

78 Wardhedges Road Flitton MK45 5EH, GB

WITNESS

Drint name

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