

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3857430

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
NEW DEAL DESIGN, LLC	04/18/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	FITBIT, INC.
<b>Street Address:</b>	405 HOWARD STREET
<b>Internal Address:</b>	SUITE 550
<b>City:</b>	SAN FRANCISCO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94105
<b>PROPERTY NUMBERS Total: 6</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29553318
Application Number:	29563187
Application Number:	29563192
Application Number:	29563195
Application Number:	29563198
Application Number:	29563201
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(510)663-1100
<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>	5106631100
<b>Email:</b>	jmorrison@wavsip.com
<b>Correspondent Name:</b>	WEAVER AUSTIN VILLENEUVE & SAMPSON LLP
<b>Address Line 1:</b>	P.O. BOX 70250
<b>Address Line 4:</b>	OAKLAND, CALIFORNIA 94612-0250
<b>ATTORNEY DOCKET NUMBER:</b>	FTBTD010A
<b>NAME OF SUBMITTER:</b>	CHRISTIAN D. SCHOLZ
<b>SIGNATURE:</b>	/Christian D. Scholz/
<b>DATE SIGNED:</b>	05/03/2016

**Total Attachments: 1**

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## ASSIGNMENT OF PATENT RIGHTS

Whereas New Deal Design, LLC, a California company having a place of business at 909 Battery Street, San Francisco, CA 94111 ("ASSIGNOR") and Fitbit, Inc., a Delaware corporation having a place of business at 405 Howard Street, Suite 550, San Francisco, CA 94105, ("ASSIGNEE") have agreed that ASSIGNEE shall acquire from ASSIGNOR the following patents and/or patent applications ("PATENT PROPERTIES"):

<u>Patent No.</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Issue Date</u>
	29/553,318	January 29, 2016	

Therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, the owner of the entire right, title, and interest in the PATENT PROPERTIES, hereby sells, assigns, transfers and conveys to ASSIGNEE, its designees, successors, assigns and legal representatives, the entire right, title and interest in the PATENT PROPERTIES and all divisions, continuations, reissues and reexaminations thereof, the inventions disclosed therein ("INVENTIONS"), and all rights to claim priority from the PATENT PROPERTIES, and to all applications for patent that may be filed for the INVENTIONS in any foreign country, and all patents that may be granted on the INVENTIONS in any foreign country, and all extensions, renewals, and reissues thereof; and the right to recover and to bring proceedings to recover damages and/or obtain other remedies for infringement for patent infringement whether committed before or after the date of this Assignment; each and every of the foregoing rights, titles and interests herein assigned shall be held and enjoyed by ASSIGNEE, its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

IN TESTIMONY WHEREOF, Assignor has caused this Assignment to be duly executed in its name and behalf by its designated officer, director, or agent, whose name and title appear below.

Executed at San Francisco, CA, this 18<sup>th</sup> day of April, 2016,  
the effective date of this Assignment.

\_\_\_\_\_  
Signature

Name: Gad Amit

Title: President