503906996 07/08/2016

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3953648

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

CONVEYING PARTY DATA

| Name | Execution Date |
|---------------------|----------------|
| TIMOTHY ROBERTS | 04/29/2014 |
| NICHIKETA CHOUDHARY | 04/29/2014 |

RECEIVING PARTY DATA

| Name: | FITBIT, INC. | |
|-------------------|-------------------|--|
| Street Address: | 405 HOWARD STREET | |
| Internal Address: | SUITE 550 | |
| City: | SAN FRANCISCO | |
| State/Country: | CALIFORNIA | |
| Postal Code: | 94105 | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 15202441 |

CORRESPONDENCE DATA

Fax Number: (408)749-6901

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: 408-774-6913

Email: diane@mpiplaw.com

Correspondent Name: DAVID F. LEE, MARTINE PENILLA GROUP, LLP

Address Line 1: 710 LAKEWAY DRIVE

Address Line 2: SUITE 200

Address Line 4: SUNNYVALE, CALIFORNIA 94085

| ATTORNEY DOCKET NUMBER: | FITBP014.C2 | |
|-------------------------|--------------------|--|
| NAME OF SUBMITTER: | DAVID F. LEE, ESQ. | |
| SIGNATURE: | /David F. Lee/ | |
| DATE SIGNED: | 07/08/2016 | |

Total Attachments: 1

source=FITBP014C2_signed_Assignment#page1.tif

PATENT 503906996 REEL: 039109 FRAME: 0286

ASSIGNMENT OF PATENT APPLICATION

(Accompanying Application)

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

NOTIFICATIONS ON A USER DEVICE BASED ON ACTIVITY DETECTED BY AN ACTIVITY MONITORING DEVICE

(Atty. Docket No. FITBP014) for which I have executed an application for a United States Letters Patent.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I the undersigned inventor hereby:

- Sell, assign and transfer to Fitbit, Inc., a Delaware corporation having a place of business at 150 Spear Street, San Francisco, CA 94105 U.S. (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application.
- 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.
- 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 and applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 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 have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date indicated beside my signature.

1)

Typed Name: Timothy Roberts

2) Signature:

Typed Name: Nichiketa Choudhary

PATENT REEL: 039109 FRAME: 0287

RECORDED: 07/08/2016