

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4328226

<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	03/11/2016
<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: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29569701
<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
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<b>Correspondent Name:</b>	WEAVER AUSTIN VILLENEUVE & SAMPSON LLP
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<b>ATTORNEY DOCKET NUMBER:</b>	FTBTD009DC1
<b>NAME OF SUBMITTER:</b>	CHRISTIAN D. SCHOLZ
<b>SIGNATURE:</b>	/Christian D. Scholz/
<b>DATE SIGNED:</b>	03/21/2017
<b>Total Attachments: 2</b>	
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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>
	29/549,341	December 21, 2015	
	29/541,358	October 2, 2015	
	29/541,361	October 2, 2015	
	29/541,364	October 2, 2015	
	29/541,365	October 2, 2015	
	29/541,368	October 2, 2015	
	29/537,616	August 27, 2015	
	29/521,264	March 20, 2015	
	29/520,607	March 16, 2015	
D727,183	29/498,195	July 31, 2014	April 21, 2015
D749,002	29/497,740	July 28, 2014	February 9, 2016
D715,666	29/468,501	October 1, 2013	October 21, 2014
D720,249	29/468,506	October 1, 2013	December 30, 2014
D720,635	29/468,517	October 1, 2013	January 6, 2015
D729,806	29/468,520	October 1, 2013	May 19, 2015
D746,776	29/468,522	October 1, 2013	January 5, 2016
D717,680	29/467,281	September 17, 2013	November 18, 2014
D707,041	29/467,282	September 17, 2013	June 17, 2014
D715,665	29/467,283	September 17, 2013	October 21, 2014
D706,531	29/467,284	September 17, 2013	June 10, 2014
D714,672	29/467,285	September 17, 2013	October 7, 2014

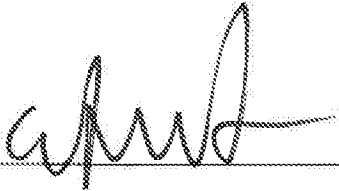
Therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and conveys to ASSIGNEE, its designees, successors, assigns and legal representatives, any right, title and interest that ASSIGNOR may possess in the 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,

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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 11<sup>th</sup> day of March, 2016,  
the effective date of this Assignment.

  
\_\_\_\_\_  
Signature

Name: Gad Amit

Title: President

Assign Corp to Corp