

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Randal Lane SCHNEDLER		11/11/2008
Kevin Anthony KOSSOW		11/11/2008
RECEIVING PARTY DATA		
Name:	United Services Automobile Association (USAA)	
Street Address:	9800 Fredericksburg Road	
City:	San Antonio	
State/Country:	TEXAS	
Postal Code:	78288	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	12270913	
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ATTORNEY DOCKET NUMBER:	US-0540.03	
NAME OF SUBMITTER:	Richard W. Knight	
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REEL: 021833 FRAME: 0437

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s)Randal Lane SCHNEDLER *et al.*
ApplicantUnited Services Automobile Association (USAA)
USAA's Docket No.US-0540.03
Title:SYSTEMS AND METHODS FOR TRACKING USER ACTIVITY AT WEBSITE

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Randal Lane SCHNEDLER
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San Antonio, TX 78250

Kevin Anthony KOSSOW
102 Stone Canyon
Boerne, TX 78006

Assignee:

United Services Automobile Association (USAA)
Reciprocal Interinsurance Exchange in the State of Texas
9800 Fredericksburg Road
San Antonio, Texas 78288

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) is/are inventor(s) of an invention(s) entitled as described and claimed in the specification forming part of an application(s) for United States letters patent referenced above;

WHEREAS, United Services Automobile Association (USAA) (hereinafter referred to as ASSIGNEE), a reciprocal interinsurance exchange of the State of Texas having a place of business at 9800 Fredericksburg Road, San Antonio, Texas 78288, is desirous of acquiring the entire right, title and interest in and to the invention(s) and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

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Ver. 1.01

Page 11 of 12

PATENT

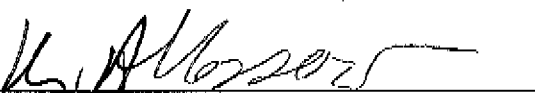
REEL: 021833 FRAME: 0438

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign, and transfer unto ASSIGNEE, the entire right, title, and interest in and to said invention(s), said application(s), and any and all letters patent which may be granted for said invention(s) in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues, and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application(s) to which said foreign applications are entitled by virtue of international convention, treaty, or otherwise, said invention(s), application(s), and all letters patent on said invention(s) to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer, and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention(s), for litigation regarding said letters patent, or for the purpose of protecting title to said invention(s) or letters patent therefor.

AND this Assignment may be executed in multiple counterparts, each of which shall be deemed to be an original of this Assignment. Additionally, we hereby authorize our attorneys to collect the signature pages of each executed counterpart and to attach those signature pages to a single copy of this instrument, which single copy and attached signature pages together shall constitute an original of this Assignment.


Randal Lane SCHNEDLER

11/11/2008
Date of Signature


Kevin Anthony KOSSOW

11/11/2008
Date of Signature

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Ver. 1.01

Page 12 of 12