

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Austin Shoemaker</td> <td>06/29/2009</td> </tr> <tr> <td>Soujanya Bhumkar</td> <td>06/25/2009</td> </tr> <tr> <td>Aditya Rathnam</td> <td>06/29/2009</td> </tr> <tr> <td>Arthur Zwiegincew</td> <td>06/29/2009</td> </tr> </tbody> </table>		Name	Execution Date	Austin Shoemaker	06/29/2009	Soujanya Bhumkar	06/25/2009	Aditya Rathnam	06/29/2009	Arthur Zwiegincew	06/29/2009
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RECEIVING PARTY DATA											
Name:	Coollris, Inc.										
Street Address:	1895 El Camino Real										
City:	Palo Alto										
State/Country:	CALIFORNIA										
Postal Code:	94306										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12472270</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12472270						
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CORRESPONDENCE DATA											
Fax Number:	(650)938-5200										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email:	struesdale@fenwick.com										
Correspondent Name:	Sabra-Anne Truesdale										
Address Line 1:	801 California Street										
Address Line 4:	Mountain View, CALIFORNIA 94041										
ATTORNEY DOCKET NUMBER:	27142-15525										
NAME OF SUBMITTER:	Sabra-Anne Truesdale										
Total Attachments: 2 source=15525_Assignment#page1.tif											

CH \$40.00 12472270

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**PATENT
 REEL: 022900 FRAME: 0978**

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **CoolIris, Inc.**, a California corporation, having a place of business at 1895 El Camino Real, Palo Alto, CA 94306 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **Collection and Use of Fine-Grained User Behavior Data** ("APPLICATION"), which:

was filed on May 26, 2009, and now bears U.S. application serial number 12/472,270.

The APPLICATION claims priority from a provisional application, filed on May 28, 2008, now bearing U.S. application serial number 61/056,815.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;
(c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

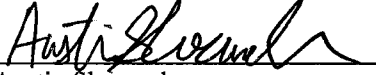
INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.


Title: Collection and Use of Fine-Grained User Behavior Data
Filed: May 26, 2009
Application No.: 12/472,270

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

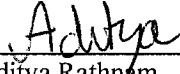
This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

Austin Shoemaker

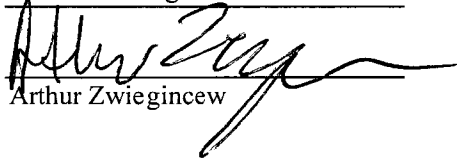
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