

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Arturo M. Lorenzo</td> <td>09/03/2009</td> </tr> <tr> <td>Hua Liu</td> <td>09/03/2009</td> </tr> <tr> <td>Naveen Sharma</td> <td>09/03/2009</td> </tr> </tbody> </table>		Name	Execution Date	Arturo M. Lorenzo	09/03/2009	Hua Liu	09/03/2009	Naveen Sharma	09/03/2009				
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Xerox Corporation</td> </tr> <tr> <td>Street Address:</td> <td>45 Glover Avenue</td> </tr> <tr> <td>Internal Address:</td> <td>P.O. Box 4505</td> </tr> <tr> <td>City:</td> <td>Norwalk</td> </tr> <tr> <td>State/Country:</td> <td>CONNECTICUT</td> </tr> <tr> <td>Postal Code:</td> <td>06856-4505</td> </tr> </table>		Name:	Xerox Corporation	Street Address:	45 Glover Avenue	Internal Address:	P.O. Box 4505	City:	Norwalk	State/Country:	CONNECTICUT	Postal Code:	06856-4505
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CORRESPONDENCE DATA													
<p>Fax Number: (516)822-3582</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 973 331 1700</p> <p>Email: hbmail@hoffmannbaron.com</p> <p>Correspondent Name: Hoffmann & Baron, LLP</p> <p>Address Line 1: 6900 Jericho Turnpike</p> <p>Address Line 4: Syosset, NEW YORK 11791</p>													
ATTORNEY DOCKET NUMBER:	20081663-US-NP/1846-29												
NAME OF SUBMITTER:	Sean R. MacDavitt												
<p>Total Attachments: 1</p> <p>source=Assignment#page1.tif</p>													

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PATENT

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REEL: 023206 FRAME: 0715

ASSIGNMENT

The undersigned is/are the named inventor(s) (the "Inventor(s)") on a United States patent application entitled **PERSONALIZATION OF EVENT PARTICIPATION IN MOBILE NEIGHBORHOODS** (the "Application") for inventions disclosed or claimed therein (the "Invention(s)"), which Application:

- ☒ is being executed concurrently herewith,
☐ was first executed on _____
☐ was filed on _____ as Application Number _____
☐ claims the benefit of U.S. Provisional Application(s) No(s) _____ filed _____.

Xerox Corporation, a New York Corporation, on behalf of itself, its successors and assigns, and its legal representatives ("Xerox"), is entitled to all rights in the Application and the Invention(s), and the full cooperation of the Inventor(s).

For valuable consideration, the receipt of which is hereby acknowledged, the Inventor(s) hereby sell(s), assign(s), and transfer(s) to Xerox the entire and exclusive right, title and interest in the Application and the Invention(s), in and for the United States, its territories, and all foreign countries, including all applications, patents, design registrations and publications obtained or derived therefrom, world wide, and all priority rights under all present or future conventions and treaties, and any provisional applications for which priority is claimed in the Application; and

- (1) request the U.S. Commissioner of Patents to issue all U.S. Letters Patent granted thereon to Xerox;
- (2) agree that Xerox may apply for and receive all foreign Letters Patent thereon;
- (3) agree to execute all papers and take all actions necessary or desirable in connection therewith requested by Xerox; and
- (4) authorize Xerox to subsequently enter the Application Number on this Assignment, if not already entered above.

 Arturo M. Lorenzo

 DATE

 Hua Liu

 DATE

 Naveen Sharma

 DATE

319288_1.DXC