

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<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>Murali Aravamudan</td> <td>07/24/2007</td> </tr> <tr> <td>Ajit Rajasekharan</td> <td>07/20/2007</td> </tr> <tr> <td>Kajamalai G. Ramakrishnan</td> <td>07/24/2007</td> </tr> </tbody> </table>		Name	Execution Date	Murali Aravamudan	07/24/2007	Ajit Rajasekharan	07/20/2007	Kajamalai G. Ramakrishnan	07/24/2007				
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (617)526-5000</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 617-526-6000</p> <p>Email: Fay.Guarino@wilmerhale.com</p> <p>Correspondent Name: WILMERHALE/BOSTON</p> <p>Address Line 1: 60 State Street</p> <p>Address Line 4: Boston, MASSACHUSETTS 02109</p>													
ATTORNEY DOCKET NUMBER:	0290672.00137 US3												
NAME OF SUBMITTER:	Fay E. Guarino												
<p>Total Attachments: 4</p> <p>source=290672_137US3_Assignment#page1.tif</p>													

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**PATENT**  
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## ASSIGNMENT

WHEREAS, we, **Murali Aravamudan**, a citizen of the United States of America, residing at 3 Squire Armour Road, Windham, New Hampshire 03087, USA; **Ajit Rajasekharan**, a citizen of the United States of America, residing at 5 Le Parc Court, West Windsor, New Jersey 08550, USA; and **Kajamalai G. Ramakrishnan**, a citizen of India, residing at 29 Cadogan Way, Nashua, New Hampshire 03062, USA, are the inventors of certain new and useful inventions and discoveries, entitled “**Methods And Systems For Selecting And Presenting Content Based On Learned Periodicity of User Content Selection**” also identified as Attorney Docket Number 0290672.137US2, the specification of which was filed with the United States Patent and Trademark Office as a non-provisional patent application on **March 6, 2007** and has been assigned Application No. **11/682,693**.

WHEREAS, **Veveo Inc.**, whose address is 40 Shattuck Road, Suite 303, Andover, Massachusetts 01810, together with its successors and assigns is hereinafter called “**ASSIGNEE**,” is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited.

NOW, THEREFORE, for and in consideration of good and valuable consideration furnished by **ASSIGNEE** to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservations:

1. Assign, transfer, and convey to **ASSIGNEE** the entire right, title, and interest in and to said inventions and discoveries, said application for Letters Patent, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation, continuation-in-part, and convention applications based in whole, or in part, upon said inventions or discoveries, or upon said applications, and any and all Letters Patents, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon, or arise from, said inventions, said discoveries, said applications, and said Letters Patent;

2. Authorize ASSIGNEE to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable, under International Conventions or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments throughout the world to issue or transfer all said Letters Patents to ASSIGNEE, as assignee of the entire right, title, and interest therein or otherwise as ASSIGNEE may direct;

4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications, or patents, or any license to use the same, or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to ASSIGNEE without encumbrance;

5. Bind our heirs, legal representatives, and assigns, as well as ourselves, to do, upon ASSIGNEE's request and at ASSIGNEE's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications, and said Letters Patents shall be held and enjoyed by ASSIGNEE as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives, and assigns if this Assignment had not been made; and particularly to execute and deliver to ASSIGNEE all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by ASSIGNEE; and to communicate to ASSIGNEE all facts known to us relating to said inventions and discoveries or the history thereof, and to testify as to the same in any court or proceeding; and to furnish ASSIGNEE any and all documents, photographs, models, samples, and other physical exhibits in my control or in the control of our heirs, legal representatives, or assigns which may be useful for establishing the facts of my conceptions, disclosures, and reduction to practice of said inventions and discoveries.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal.

7/24/07   
Date **Murali Aravamudan**

State of )  
 )  
County of )

On this \_\_\_\_ day of \_\_\_\_\_, 2007, before me, the undersigned notary public, personally appeared, **Murali Aravamudan**, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

\_\_\_\_\_  
Notary Public  
My Commission Expires: \_\_\_\_\_

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal.

July 20, 2007   
Date **Ajit Rajasekharan**

State of )  
 )  
County of )

On this \_\_\_\_ day of \_\_\_\_\_, 2007, before me, the undersigned notary public, personally appeared, **Ajit Rajasekharan**, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

\_\_\_\_\_  
Notary Public  
My Commission Expires: \_\_\_\_\_

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal.

7/24/07      K. G. Ramakrishnan  
 Date      **Kajamalai G. Ramakrishnan**

State of      )  
                   )  
 County of      )

On this \_\_\_\_\_ day of \_\_\_\_\_, 2007, before me, the undersigned notary public, personally appeared, **Kajamalai G. Ramakrishnan**, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

\_\_\_\_\_  
 Notary Public

My Commission Expires: \_\_\_\_\_