

## 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>Bongwon Suh</td><td>02/16/2011</td></tr><tr><td>Kevin Robert Canini</td><td>02/16/2011</td></tr><tr><td>Peter L. Pirolli</td><td>02/16/2011</td></tr><tr><td>Ed H. Chi</td><td>02/16/2011</td></tr></tbody></table>	Name	Execution Date	Bongwon Suh	02/16/2011	Kevin Robert Canini	02/16/2011	Peter L. Pirolli	02/16/2011	Ed H. Chi	02/16/2011	
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RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Palo Alto Research Center Incorporated</td></tr><tr><td>Street Address:</td><td>3333 Coyote Hill Road</td></tr><tr><td>City:</td><td>Palo Alto</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94304</td></tr></table>	Name:	Palo Alto Research Center Incorporated	Street Address:	3333 Coyote Hill Road	City:	Palo Alto	State/Country:	CALIFORNIA	Postal Code:	94304	
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
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Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif											

CH \$40.00 13087308

**ASSIGNMENT**

The undersigned is/are the named inventor(s) (the "Inventor(s)") on a United States patent application entitled System And Method For Identifying Users Relevant To A Topic Of Interest (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 \_\_\_\_\_.

Palo Alto Research Center Incorporated, a Delaware Corporation, on behalf of itself, its successors and assigns, and its legal representatives ("PARC"), 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 PARC 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 PARC;
- (2) agree that PARC 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 PARC; and
- (4) authorize PARC to subsequently enter the Application Number on this Assignment, if not already entered above.

  
**Bongwon Suh** \_\_\_\_\_ DATE 2/16/2011

  
**Kevin Robert Canini** \_\_\_\_\_ DATE 2/16/11

  
**Peter L. Pirolli** \_\_\_\_\_ DATE 2/16/11

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