

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                     |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
|---|------------------------------------|---------------|----------------|---------------------|------------|--------------|------------|----------------------|------------|--------------------------|------------|-------------|------------|------------------|------------|----------------|------------|---------------|------------|
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                         |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>CONVEYING PARTY DATA</b>   |                                    |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Andreas Vogel</td> <td>07/21/2011</td> </tr> <tr> <td>Dominic Hehn</td> <td>07/21/2011</td> </tr> <tr> <td>Mathias Zietzschmann</td> <td>07/21/2011</td> </tr> <tr> <td>Andreas Michael Kunstein</td> <td>07/21/2011</td> </tr> <tr> <td>Sigo Henkel</td> <td>07/21/2011</td> </tr> <tr> <td>Susanne Gottlieb</td> <td>07/21/2011</td> </tr> <tr> <td>Andrei Tsognov</td> <td>07/21/2011</td> </tr> <tr> <td>Steffen Maier</td> <td>07/21/2011</td> </tr> </tbody> </table> |                                    | Name          | Execution Date | Andreas Vogel       | 07/21/2011 | Dominic Hehn | 07/21/2011 | Mathias Zietzschmann | 07/21/2011 | Andreas Michael Kunstein | 07/21/2011 | Sigo Henkel | 07/21/2011 | Susanne Gottlieb | 07/21/2011 | Andrei Tsognov | 07/21/2011 | Steffen Maier | 07/21/2011 |
| Name  | Execution Date                     |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Andreas Vogel   | 07/21/2011                         |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Dominic Hehn  | 07/21/2011                         |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Mathias Zietzschmann  | 07/21/2011                         |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Andreas Michael Kunstein  | 07/21/2011                         |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Sigo Henkel   | 07/21/2011                         |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Susanne Gottlieb  | 07/21/2011                         |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Andrei Tsognov  | 07/21/2011                         |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Steffen Maier   | 07/21/2011                         |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>RECEIVING PARTY DATA</b>   |                                    |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>Name:</b>  | SAP AG                             |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>Street Address:</b>  | Dietmar-Hopp-Allee 16              |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>City:</b>  | Walldorf                           |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>State/Country:</b>   | GERMANY                            |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>Postal Code:</b>   | D-69190                            |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>PROPERTY NUMBERS Total: 1</b>  |                                    |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13187778</td> </tr> </tbody> </table>   |                                    | Property Type | Number         | Application Number: | 13187778   |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Property Type   | Number                             |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| Application Number:   | 13187778                           |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>CORRESPONDENCE DATA</b>  |                                    |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>Fax Number:</b>  | (612)339-3061                      |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>  |                                    |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>Phone:</b>   | 612-373-6900                       |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>Email:</b>   | uspto@slwip.com                    |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>Correspondent Name:</b>  | SCHWEGMAN, LUNDBERG & WOESSNER/SAP |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>Address Line 1:</b>  | P.O. BOX 2938                      |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>Address Line 4:</b>  | MINNEAPOLIS, MINNESOTA 55402       |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 2058.629US1                        |               |                |                     |            |              |            |                      |            |                          |            |             |            |                  |            |                |            |               |            |

CH \$40.00 13187778

**501602036**

**PATENT**  
**REEL: 026628 FRAME: 0484**

NAME OF SUBMITTER:

Dawn R. Shaw

Total Attachments: 7

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PATENTS ONLY

Atty Ref/Docket No.: 2058.629US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Andreas Vogel, Dominic Hehn, Mathias Zietzschmann,  
Andreas Michael Kunstein, Sigo Henkel, Susanne  
Gottlieb, Andrei Tsognov, Steffen Maier

Additional name(s) of conveying party(ies) attached?

[ ] Yes [X] No

2. Name and address of receiving party(ies):

Name: SAP AG

Street Address: Dietmar-Hopp-Allee 16

City: Walldorf, D-69190

Country: Germany

Additional name(s) & address(es) attached? [ ] Yes [X] No

3. Nature of conveyance:

- Assignment       Merger
- Security Agreement  Change of Name
- Other

Execution Date: July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:  
July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011, July 21, 2011

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. Unknown, filed Herewith

Additional numbers attached? [ ] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Kyle J. Way

Address:

Schwegman, Lundberg & Woessner, P.A.  
P.O. Box 2938  
Minneapolis, MN 55402-0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

Enclosed

Authorized to be charged to deposit account  
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Kyle J. Way/Reg. No. 45,549

Name of Person Signing



Signature

July 21, 2011

Date

Total number of pages including cover sheet: 7

Mail documents to be recorded with required cover sheet information to:

**Commissioner of Patents and Trademarks**  
**Mail Stop Assignment Recordation Services**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**PATENT**  
**REEL: 026628 FRAME: 0486**

## ASSIGNMENT

WHEREAS, We, Andreas Vogel, residing at Rauenberg 69231, Germany, and Dominic Hehn, residing at Speyer 67346, Germany, and Mathias Zietzschmann, residing at Sandhausen 69207, Germany, and Andreas Michael Kunstein, residing at Rauenberg 69231, Germany, and Sigo Henkel, residing at Lutherstrasse 47, Heidelberg, 6920, Germany, and Susanne Gottlieb, residing at Karlsruhe 76131, Germany, and Andrei Tsognov, residing at Nussloch 69226, Germany, and Steffen Maier, residing at Mauer 69256, Germany, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent entitled Personalized Dashboard Architecture;

WHEREAS, We hereby authorize and request the attorneys, representing SAP AG on this application, at Schwegman, Lundberg & Woessner, P.A., located at 121 South Eighth Street, Suite 1600, Minneapolis, MN 55402, to insert here in parentheses (Ser. No. \_\_\_\_\_; Filing Date: \_\_\_\_\_) the filing date and application number of said application when known.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, ASSIGN AND TRANSFER to SAP AG (the "Assignee"), a corporation of the State of Germany, having a place of business at Dietmar-Hopp-Allee 16, Walldorf D-69190, Germany, the entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 50400 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

**Additional Application Information**

*No Provisional claim for priority is being made at this time.*

*No U.S. Non-Provisional claim for priority is being made at this time.*

*No International or foreign claim for priority is being made at this time.*

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and/or property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such improvements in the Assignee, or for securing, maintaining and enforcing proper patent protection for such improvements;

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned, and is to extend to the benefit of the successors, assigns and nominees of the Assignee.

AGREED as of the date of my signature below:

**Inventor: 1:**

(Signature): Andreas Vogel  
Name: **Andreas Vogel**

Date: 2011-7-21

Witness: K. Kelly 21.7.11  
Signature/Date

Kirsten Rothenhäuser  
Full Name (Printed)

**Inventor: 2:**

(Signature): D. Hehn  
Name: **Dominic Hehn**

Date: 2011-7-21

Witness: Dirk Jennrich 21.07.2011  
Signature/Date

Dirk Jennrich  
Full Name (Printed)

**Inventor: 3:**

(Signature): Mathias Zietzschmann  
Name: **Mathias Zietzschmann**

Date: 2011/07/21

Witness: h. Rothhäuser 21.7.11  
Signature/Date

hirsten Rothhäuser  
Full Name (Printed)

**Inventor: 4:**

(Signature): Andreas Michael Kunstein  
Name: **Andreas Michael Kunstein**

Date: 2011-07-21

Witness: h. Rothhäuser 21.7.11  
Signature/Date

hirsten Rothhäuser  
Full Name (Printed)


Inventor: 5:

(Signature): 

Name: Sigo Henkel

Date: 2011-7-21

Witness:

  
Signature/Date

Kirsten Rothenhäuser  
Full Name (Printed)


Inventor: 6:

(Signature): 

Name: Susanne Gottlieb

Date: 2011-7-21

Witness:

  
Signature/Date

Kirsten Rothenhäuser  
Full Name (Printed)




Assignment  
Client Ref. No. 2011P00220US  
Assignors: Andreas Vogel et al.  
Title: Personalized Dashboard Architecture  
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Docket No: 2058.629US1

**Inventor: 7:**

(Signature):   
Name: Andrei Tsoganov

Date: 21.07.2011


Witness:   
Signature/Date

Kirsten Rothenhäuser  
Full Name (Printed)

**Inventor: 8:**

(Signature):   
Name: Steffen Maier

Date: 27.07.2011

Witness:   
Signature/Date

Kirsten Rothenhäuser  
Full Name (Printed)