

## PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

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>Anindo Mukherjee</td><td>10/21/2011</td></tr><tr><td>Ashutosh Garg</td><td>10/17/2011</td></tr><tr><td>Raj K. De Datta</td><td>10/17/2011</td></tr><tr><td>Devesh Senapati</td><td>10/21/2011</td></tr></tbody></table>	Name	Execution Date	Anindo Mukherjee	10/21/2011	Ashutosh Garg	10/17/2011	Raj K. De Datta	10/17/2011	Devesh Senapati	10/21/2011	
Name	Execution Date										
Anindo Mukherjee	10/21/2011										
Ashutosh Garg	10/17/2011										
Raj K. De Datta	10/17/2011										
Devesh Senapati	10/21/2011										
RECEIVING PARTY DATA											
Name:	BloomReach Inc.										
Street Address:	399 West El Camino Real										
Internal Address:	Suite 100										
City:	Mountain View										
State/Country:	CALIFORNIA										
Postal Code:	94040										
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>13222860</td></tr></tbody></table>	Property Type	Number	Application Number:	13222860							
Property Type	Number										
Application Number:	13222860										
CORRESPONDENCE DATA											
Fax Number:	(408)973-2595										
Phone:	408-973-2585										
Email:	skarnes@ip-patent.com										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
Correspondent Name:	VAN PELT, YI & JAMES LLP										
Address Line 1:	10050 N. FOOTHILL BLVD #200										
Address Line 4:	CUPERTINO, CALIFORNIA 95014										
ATTORNEY DOCKET NUMBER:	BLOOP003										
NAME OF SUBMITTER:	Michael J. Schallop										
Total Attachments: 1 source=BLOOP003 Executed Assignment#page1.tif											

CH \$40.00 13222860

501719848

PATENT  
REEL: 027207 FRAME: 0155

## ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

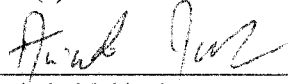
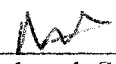
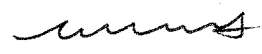

### GENERATING CONTENT FOR TOPICS BASED ON USER DEMAND

for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on August 31, 2011, and which bears the Application No. 13/222,860 (the "Application");

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Sell, assign, and transfer to BloomReach Inc., a Delaware corporation having a place of business at 399 West El Camino Real, Suite 100, Mountain View, CA 94040, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said Application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- |    |   |                       |
|----|---|-----------------------|
| 1) | Signature: <u></u> | Date: <u>10/21</u>    |
|    | Typed Name: Anindo Mukherjee  |                       |
| 2) | Signature: <u></u> | Date: <u>10/17/11</u> |
|    | Typed Name: Ashutosh Garg   |                       |
| 3) | Signature: <u></u> | Date: <u>10/17/11</u> |
|    | Typed Name: Raj K. De Datta   |                       |
| 4) | Signature: <u></u> | Date: <u>10/21/11</u> |
|    | Typed Name: Devesh Senapati   |                       |