

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>Floyd M. Yager</td> <td>01/09/2012</td> </tr> <tr> <td>Thomas J. Wilson</td> <td>01/14/2012</td> </tr> <tr> <td>Pablo Azar</td> <td>01/04/2012</td> </tr> <tr> <td>Edward A. Biemer</td> <td>12/19/2011</td> </tr> <tr> <td>Jeremy Frank</td> <td>12/19/2011</td> </tr> <tr> <td>Mark David Pitchford</td> <td>01/05/2012</td> </tr> <tr> <td>Robert Wasserman</td> <td>12/19/2011</td> </tr> </tbody> </table>		Name	Execution Date	Floyd M. Yager	01/09/2012	Thomas J. Wilson	01/14/2012	Pablo Azar	01/04/2012	Edward A. Biemer	12/19/2011	Jeremy Frank	12/19/2011	Mark David Pitchford	01/05/2012	Robert Wasserman	12/19/2011
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RECEIVING PARTY DATA																	
Name:	Allstate Insurance Company																
Street Address:	2775 Sanders Road, Suite A2																
City:	Northbrook																
State/Country:	ILLINOIS																
Postal Code:	60062																
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>13278432</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13278432												
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Application Number:	13278432																
CORRESPONDENCE DATA																	
Fax Number:	(312)463-5001																
Phone:	(312) 463-5000																
Email:	gbekin@bannerwitcoff.com, BWPTOPAT@bannerwitcoff.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:	Surendra K. Ravula																
Address Line 1:	10 South Wacker Drive, Suite 3000																
Address Line 2:	Banner & Witcoff, Ltd.																
Address Line 4:	Chicago, ILLINOIS 60606																

CH \$40.00 13278432

ATTORNEY DOCKET NUMBER:	006591.00303
NAME OF SUBMITTER:	Surendra K. Ravula
Total Attachments: 4 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif	

ASSIGNMENT

WHEREAS, I/we **Floyd M. Yager, Thomas J. Wilson, Pablo Azar, Edward A. Biemer, Jeremy Frank, Mark David Pitchford and Robert Wasserman** (ASSIGNORS), am/are the inventors of certain inventions and improvements described in a U.S. patent application and having the title

DELIVERY OF CUSTOMIZED INSURANCE PRODUCTS AND SERVICES

which application was

filed on October 21, 2011 and assigned Application No. 13/278,432; and

WHEREAS,

Allstate Insurance Company
2775 Sanders Road
Suite A2
Northbrook, IL 60062

(ASSIGNEE) desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged,

I hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) the entire right, title and interest in and to said application, inventions and improvements throughout the world and to any and all patents, petty patents and utility model patents which may be granted therefor, and all continuations, continuations-in-part, divisions, reissues, extensions, renewals, and any non-provisional based on a provisional thereof (LETTERS PATENT).

And I covenant that we have full right to convey the entire interest herein assigned, and that I have not executed and will not execute any agreement or do anything in conflict herewith;

And I further covenant and agree that I will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and I agree to communicate to said ASSIGNEE or its NOMINEES all known facts respecting said application, inventions, improvements, and LETTERS PATENT, to testify in any legal proceedings, to sign all lawful papers, and generally to do all things necessary to aid ASSIGNEE or its NOMINEES to obtain and enforce for their own benefit patent protection for said application, inventions and improvements in any and all countries, all at the expense, however, of the ASSIGNEE or its NOMINEES;

And I authorize the ASSIGNEE or its NOMINEES to file in my name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and we authorize and request the Commissioner of Patents and Trademarks of the United States, and any proper official of any country, to issue to said ASSIGNEE or its NOMINEES any and all LETTERS PATENT for said

application, inventions and improvements, for their sole use, to the full end of the term for which such LETTERS PATENT may be granted;

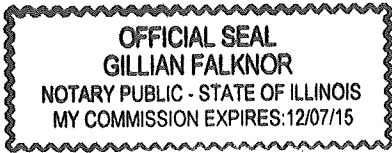
And I hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to further identify the patent application to which this assignment pertains, including the filing date and assigned Application No.

JAN 9, 2012
Date:

Floyd M. Yager
Floyd M. Yager

State of Illinois)
County of Cook) ss:

This 9 day of January 2012, before me personally came the above-named, Floyd M. Yager, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



Gillian Falknor
Notary Public

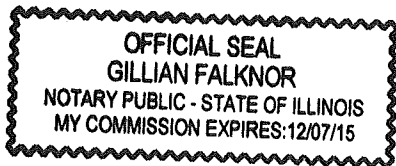
My Commission Expires: 12/7/15

1/14/2012
Date:

Thomas J. Wilson
Thomas J. Wilson

State of Illinois)
County of Cook) ss:

This 14 day of January 2012, before me personally came the above-named, Thomas J. Wilson to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



Gillian Falknor
Notary Public

My Commission Expires: 12/7/15

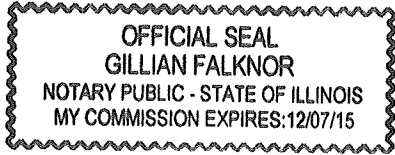
LAW OFFICES
BANNER & WITCOFF, LTD.
10 South Wacker Drive
Chicago, IL. 60606-7407
312-463-5000

1-4-2012
Date:

Pablo Azar
Pablo Azar

State of Illinois)
County of Cook) ss:

This 4 day of January, 2012, before me personally came the above-named, Pablo Azar, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



Gillian Falknor
Notary Public

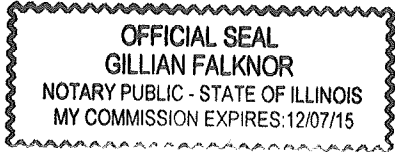
My Commission Expires: 12/7/15

12/19/11
Date:

Edward A. Biemer
Edward A. Biemer

State of Illinois)
County of Cook) ss:

This 19 day of December, 2011, before me personally came the above-named, Edward A. Biemer, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



Gillian Falknor
Notary Public

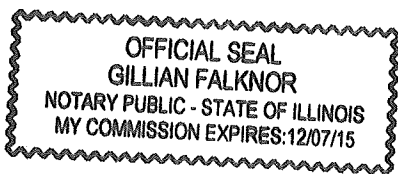
My Commission Expires: 12/7/15

12/19/11
Date:

Jeremy Frank
Jeremy Frank

State of Illinois)
County of Cook) ss:

This 19 day of December, 2011, before me personally came the above-named, Jeremy Frank, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



Gillian Falknor
Notary Public

My Commission Expires: 12/7/15

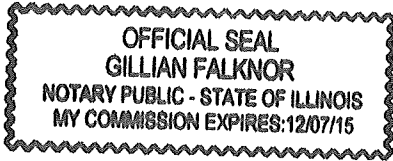
LAW OFFICES
BANNER & WITCOFF, LTD.
10 South Wacker Drive
Chicago, IL. 60606-7407
312-463-5000

1/5/12
Date:

ms Pity
Mark David Pitchford

State of Illinois)
County of Cook) ss:

This 5 day of January 2012, before me personally came the above-named, Mark David Pitchford, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



Gillian Falknor
Notary Public

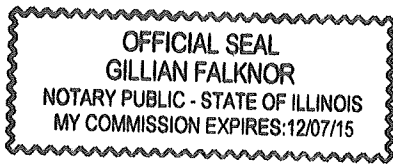
My Commission Expires: 12/7/15

12/19/11
Date:

Robert Wasserman
Robert Wasserman

State of Illinois)
County of Cook) ss:

This 19 day of December 2011, before me personally came the above-named, Robert Wasserman, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



Gillian Falknor
Notary Public

My Commission Expires: 12/7/15

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10 South Wacker Drive
Chicago, IL. 60606-7407
312-463-5000