

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Aron England</td> <td>06/08/2012</td> </tr> <tr> <td>Steven Tedjamulia</td> <td>06/11/2012</td> </tr> </tbody> </table>		Name	Execution Date	Aron England	06/08/2012	Steven Tedjamulia	06/11/2012				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Dell Products L.P.</td> </tr> <tr> <td>Street Address:</td> <td>One Dell Way</td> </tr> <tr> <td>City:</td> <td>Round Rock</td> </tr> <tr> <td>State/Country:</td> <td>TEXAS</td> </tr> <tr> <td>Postal Code:</td> <td>78682-2244</td> </tr> </table>		Name:	Dell Products L.P.	Street Address:	One Dell Way	City:	Round Rock	State/Country:	TEXAS	Postal Code:	78682-2244
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PROPERTY NUMBERS Total: 1											
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Application Number:	13466441										
CORRESPONDENCE DATA											
Fax Number:	(512)345-7225										
Phone:	512-338-9100										
Email:	tmunoz@hamiltonterrire.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:	HAMILTON & TERRILE, LLP										
Address Line 1:	P.O. BOX 203518										
Address Line 4:	AUSTIN, TEXAS 78720										
ATTORNEY DOCKET NUMBER:	DC-19241										
NAME OF SUBMITTER:	Stephen A. Terrile										
Total Attachments: 1 source=DC-19241_Assignment#page 1.tif											

OP \$40.00 13466441

ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we

Aron England of Austin, Texas
Steven Tedjamulia of Austin, Texas

hereby sell, assign and transfer to Dell Products L.P., a Texas Limited Partnership, having a place of business at One Dell Way, Round Rock, Texas 78682-2244, its successors and assigns, the entire right, title and interest throughout the world in our invention in:

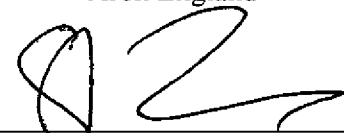
PRODUCT CONTENT SOCIAL MARKETPLACE CATALOG

for which we have filed a United States patent application No. 13/466,441, filed May 8, 2012, and all patent applications and patents of every country for said invention, including divisions, reissues, continuations and extensions thereof, and all rights of priority resulting from the filing of said applications; we authorize the above-named assignee to apply for patents of foreign countries for said invention, and to claim all rights of priority without further authorization from me; we agree to execute all papers useful in connection with said United States and foreign applications, and generally to do everything possible to aid said assignee, their successors, assigns and nominees, at their request and expense, in obtaining and enforcing patents for said invention in all countries; and we request the Commissioner of Patents and Trademarks to issue all patents granted for said invention to the above-named assignee, its successors and assigns.

6/8/2012
Date


Aron England

6/11/2012
Date


Steven Tedjamulia