

## 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>Jan P Allebach</td> <td>04/11/2012</td> </tr> <tr> <td>Ildus Ahmadullin</td> <td>04/13/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jan P Allebach	04/11/2012	Ildus Ahmadullin	04/13/2012
Name	Execution Date						
Jan P Allebach	04/11/2012						
Ildus Ahmadullin	04/13/2012						
RECEIVING PARTY DATA							
Name:	Purdue Research Foundation						
Street Address:	1281 Win Hentschel Blvd						
City:	West Lafayette						
State/Country:	INDIANA						
Postal Code:	47906						
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>13357961</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13357961		
Property Type	Number						
Application Number:	13357961						
CORRESPONDENCE DATA							
Fax Number:	(765)463-3486						
Phone:	765-588-32475						
Email:	otcip@prf.org						
<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:	Purdue Research Foundation						
Address Line 1:	1281 Win Hentschel Blvd.						
Address Line 4:	West Lafayette, INDIANA 47906						
ATTORNEY DOCKET NUMBER:	66180.00.US						
NAME OF SUBMITTER:	Gina Smutz						
<p>Total Attachments: 6</p> <p>source=66180_00_US_2012_04_26_Executed Assignment#page1.tif</p> <p>source=66180_00_US_2012_04_26_Executed Assignment#page2.tif</p> <p>source=66180_00_US_2012_04_26_Executed Assignment#page3.tif</p> <p>source=66180_00_US_2012_04_26_Executed Assignment#page4.tif</p> <p>source=66180_00_US_2012_04_26_Executed Assignment#page5.tif</p> <p>source=66180_00_US_2012_04_26_Executed Assignment#page6.tif</p>							

CH \$40.00 13357961

**ASSIGNMENT**

**WHEREAS, WE, JAN P. ALLEBACH**, citizen of the *United States*; **ILDUS AHMADULLIN**, citizen of Russia, ((hereinafter "Assignors")), have made or developed a technology, generally known as:

**"CONTENT SIMILARITY PYRAMID",**

which is further described in a United States patent application filed on *January 25, 2012*, and accorded Application No. 13/357,961 ("Technology"); and

**WHEREAS**, Purdue Research Foundation, a statutory body corporate formed and existing under the Indiana Foundation or Holding Companies Act of 1921, having a place of business at *1281 Win Hentschel Blvd, West Lafayette, IN 47906* (hereinafter "Assignee"), is desirous of accepting and assuming all such right, title, and interests of the Assignor.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor(s) do hereby sell, transfer, convey, assign and deliver unto the Assignee, its successors, assigns and legal representatives, any and all intellectual property rights related to the Technology, including but not limited to: all precursors, portions, and works in progress with respect thereto and all inventions, works of authorship, masks works, technology, information, know-how, materials and tools relating thereto or to the development, support or maintenance thereof; all copyright, patent rights, trade secret rights, trademark rights, mask works rights, and all other intellectual property rights and all business, contract rights and goodwill in, incorporated or embodied in, used to develop, or related to any of the foregoing and any registrations and applications for registrations of the foregoing throughout the United States of America and the world and any and all other applications arising therefrom, including any and all divisions and continuations of the Technology, and any and all patents to be issued and obtained therefore and thereon, in the United States and throughout the world, including all reissues, substitutions, supplements, and extensions thereof (collectively, the "Intellectual Property");

**AND WE HEREBY** agree to communicate to Assignee or its representative any facts known to us respecting the Technology whether or not patentable, which we may conceive, develop, make, produce or reduce to practice in whole or in part as a result of any employment, research, or activity involving or relating to the use of Purdue University resources; and agree to sign all lawful documents and make all rightful oaths and declarations relating to said Technology and Intellectual Property; authorize Assignee to insert herein the date of application, serial number, date of registration, and registration number of patents issued once known; and agree to otherwise aid ASSIGNEE as necessary and desirable to:

1. Obtain, enforce, and maintain any issued letters patent in the United States or throughout the world, when reasonably requested to do so by Assignee, including but not limited to executing, acknowledging, and delivering to Assignee such written documents and instruments as Assignee requests and giving testimony in support of Assignee's inventorship, as may be necessary in Assignee's opinion to obtain and maintain patents in the United States of America and throughout the world;

2. Secure or aid in securing and maintaining copyright protection in the Intellectual Property and assist Assignee or its nominees in filing applications to register copyright in the name of Assignee as owner in such Intellectual Property; and

3. Execute, acknowledge, and deliver to Assignee at its expense, such written documents and instruments and do such other acts as may be necessary in the opinion of Assignee, to vest the entire rights, title, and interests in and to the Intellectual Property to Assignee and to confirm the complete ownership thereof by Assignee.

**AND WE HEREBY** authorize ASSIGNEE to take any and all action necessary to effectuate this Assignment, including but not limited to, the filing of the Assignment with the U.S. Patent and Trademark Office and U.S. Copyright Office.

**AND WE HEREBY** authorize and request the Director of the U.S. Patent and Trademark Office or any other proper officer or agency throughout the world to issue any and all said letters patent to Assignee.

**AND WE HEREBY** warrant and covenant that *we* have full rights to convey the entire right, title and interest herein assigned and that *we* have not executed and will not execute any instrument or assignment in conflict herewith;

This Assignment shall be binding upon Assignor(s) and their heirs, successors, and assigns. Should any term of this Assignment be found invalid or unenforceable, it shall not affect the validity or enforceability of any other term of this Assignment. The laws of the State of Indiana will govern the interpretation, validity, and effect of this Assignment, without regard to the place of making or to the place of performance.

This Assignment is hereby made effective as of the conception date of the Technology.

*[SIGNATURES ON NEXT PAGE]*



04/13/2012  
Date

ILDUS AHMADULLIN  
ILDUS AHMADULLIN

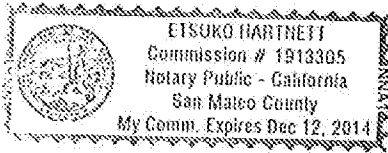
County of Santa Clara  
State of California

SS:

On this 13<sup>th</sup> day of April, 2012, before me a Notary Public in and for the County and State aforesaid, personally appeared ILDUS AHMADULLIN, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of [his/her] free act and deed.

Etsuko Hartnett  
Notary Public

(SEAL)



My commission Expires 12/12/2014

ACCEPTED BY ASSIGNEE:

24 April 2012  
Date

By: Elizabeth A. Hart-Wells  
Printed: Elizabeth A. Hart-Wells  
Title: Assistant Vice-President and Director  
Office of Technology Commercialization  
Purdue Research Foundation