

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>Priya Mahadevan</td> <td>08/07/2012</td> </tr> <tr> <td>Rebecca Lynn Braynard Silberstein</td> <td>08/10/2012</td> </tr> </tbody> </table>		Name	Execution Date	Priya Mahadevan	08/07/2012	Rebecca Lynn Braynard Silberstein	08/10/2012				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Palo Alto Research Center Incorporated</td> </tr> <tr> <td>Street Address:</td> <td>3333 Coyote Hill Road</td> </tr> <tr> <td>City:</td> <td>Palo Alto</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94304</td> </tr> </table>		Name:	Palo Alto Research Center Incorporated	Street Address:	3333 Coyote Hill Road	City:	Palo Alto	State/Country:	CALIFORNIA	Postal Code:	94304
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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>13585636</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13585636						
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CORRESPONDENCE DATA											
<p>Fax Number: 5307591665 Phone: 530-759-1667 Email: syadmin@parklegal.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Shun Yao Address Line 1: Park, Vaughan, Fleming & Dowler LLP Address Line 2: 2820 Fifth Street Address Line 4: Davis, CALIFORNIA 95618</p>											
ATTORNEY DOCKET NUMBER:	PARC-20120002-US-NP										
NAME OF SUBMITTER:	Shun Yao 59,242										
Total Attachments: 2 source=PARC-20120002-US-NP Assignment#page1.tif source=PARC-20120002-US-NP Assignment#page2.tif											

CH \$40.00 13585636

ASSIGNMENT**Attorney Docket No.: PARC-20120002-UE-NP**

The undersigned is/are the named inventor(s) (the "Inventor(s)") on a United States patent application entitled

SYSTEM AND METHODS FOR AUTOMATICALLY DISSEMINATING CONTENT BASED ON CONTEXTUAL INFORMATION

(the "Application") for inventions disclosed or claimed therein (the "Invention(s)"), which Application:

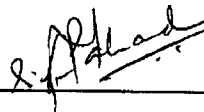
- ☐ is being executed concurrently herewith,
☐ was first executed on
☒ was filed on 8/14/2012 as Application Number 13/585,130
☐ claims the benefit of U.S. Provisional Application(s) No(s). filed .

Palo Alto Research Center Incorporated a Delaware Corporation, on behalf of itself, its successors and it assigns, and its legal representatives (PARC) is entitled to all rights in the Application and the Invention(s), and the full cooperation of the Inventor(s).

For valuable consideration, the receipt of which is hereby acknowledged, the Inventor(s) hereby sell(s), assign(s), and transfer(s) to PARC the entire and exclusive right, title and interest in the Application and the Invention(s), in and for the United States, its territories, and all foreign countries, including all applications, patents, design registrations and publications obtained or derived therefrom, world wide, and all priority rights under all present or future conventions and treaties, and any provisional applications for which priority is claimed in the Application; and

- (1) request the U.S. Commissioner of Patents to issue all U.S. Letters Patent granted thereon to PARC;
- (2) agree that PARC may apply for and receive all foreign Letters Patent thereon;
- (3) agree to execute all papers and take all actions necessary or desirable in connection therewith requested by PARC; and
- (4) authorize PARC to subsequently enter the Application Number on this Assignment, if not already entered above.

Priya Mahadevan



Date 08-07-2012

Rebecca Lynn Braynard Silberstein

Date _____

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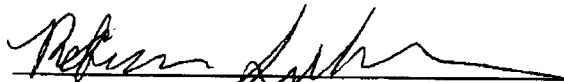
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