

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>Timothy E. Hansen</td> <td>09/10/2012</td> </tr> <tr> <td>Ashwini Asokan</td> <td>09/09/2012</td> </tr> <tr> <td>Adam Jordan</td> <td>08/31/2012</td> </tr> </tbody> </table>		Name	Execution Date	Timothy E. Hansen	09/10/2012	Ashwini Asokan	09/09/2012	Adam Jordan	08/31/2012		
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<table border="1"> <tr> <td>Name:</td> <td>Intel Corporation</td> </tr> <tr> <td>Street Address:</td> <td>2200 Mission College Boulevard</td> </tr> <tr> <td>City:</td> <td>Santa Clara</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95052</td> </tr> </table>		Name:	Intel Corporation	Street Address:	2200 Mission College Boulevard	City:	Santa Clara	State/Country:	CALIFORNIA	Postal Code:	95052
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 6123328352 Phone: (612) 236-9990 Email: kaustad@cpaglobal.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: Barre Law Firm, PLLC Address Line 1: C/O CPA Global Address Line 2: PO Box 52050 Address Line 4: Minneapolis, MINNESOTA 55402</p>											
ATTORNEY DOCKET NUMBER:	P43264										
NAME OF SUBMITTER:	Michael R. Barre										
<p>Total Attachments: 4 source=P43264_ASSIGNMENT#page1.tif source=P43264_ASSIGNMENT#page2.tif source=P43264_ASSIGNMENT#page3.tif source=P43264_ASSIGNMENT#page4.tif</p>											

CH \$40.00 13614695

ASSIGNMENT

WHEREAS, We, TIMOTHY E. HANSEN, ASHWINI ASOKAN, and ADAM JORDAN, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States entitled METHODS AND APPARATUS FOR IMPROVING USER EXPERIENCE;

WHEREAS, We hereby authorize and request our attorneys, associated with Customer Number 15897, to insert here in parentheses (SER. No. 13/614,695; Filing Date: September 13, 2012) the filing date and application number of said application when known

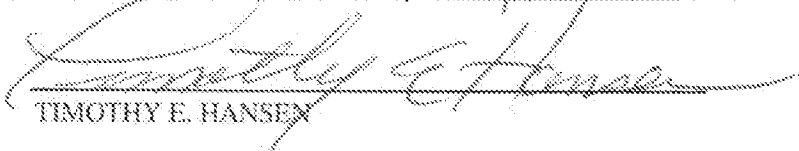
AND WHEREAS, Intel Corporation, a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 2200 Mission College Blvd., Santa Clara, CA 95052 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefore;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 10th day of September, 2012.


TIMOTHY E. HANSEN

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 2012.

ASHWINI ASOKAN

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 2012.

ADAM JORDAN

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

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IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 2012.

TIMOTHY E. HANSEN

IN TESTIMONY WHEREOF, I have hereunto set my hand this 09 day of Sep, 2012.



ASHWINI ASOKAN

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 2012.

ADAM JORDAN

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

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IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 2012.

TIMOTHY E. HANSEN

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 2012.

ASHWINI ASOKAN

IN TESTIMONY WHEREOF, I have hereunto set my hand this 31 day of August, 2012.

ADAM JORDAN