

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>RICHARD PAUL HUGHES</td> <td>10/06/2012</td> </tr> <tr> <td>HONG-YU CHIANG</td> <td>10/16/2012</td> </tr> <tr> <td>GREGORY DEAN MCFALL</td> <td>10/16/2012</td> </tr> <tr> <td>PERRY MICHAEL SPAGNOLA</td> <td>10/09/2012</td> </tr> </tbody> </table>		Name	Execution Date	RICHARD PAUL HUGHES	10/06/2012	HONG-YU CHIANG	10/16/2012	GREGORY DEAN MCFALL	10/16/2012	PERRY MICHAEL SPAGNOLA	10/09/2012
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>PEARSON EDUCATION, INC.</td> </tr> <tr> <td>Street Address:</td> <td>ONE LAKE STREET</td> </tr> <tr> <td>City:</td> <td>UPPER SADDLE RIVER</td> </tr> <tr> <td>State/Country:</td> <td>NEW JERSEY</td> </tr> <tr> <td>Postal Code:</td> <td>07458</td> </tr> </table>		Name:	PEARSON EDUCATION, INC.	Street Address:	ONE LAKE STREET	City:	UPPER SADDLE RIVER	State/Country:	NEW JERSEY	Postal Code:	07458
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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>13655507</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13655507						
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CORRESPONDENCE DATA											
<p>Fax Number: 4045414638 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 404-815-6500 Email: lkimsey@kilpatricktownsend.com Correspondent Name: John S. Pratt, Esq. Address Line 1: Kilpatrick Townsend & Stockton LLP Address Line 2: 1100 Peachtree Street, Suite 2800 Address Line 4: Atlanta, GEORGIA 30309</p>											
ATTORNEY DOCKET NUMBER:	56838-853872										
NAME OF SUBMITTER:	Lucy Kimsey										
Total Attachments: 6											

OP \$40.00 13655507

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ASSIGNMENT
(Patent Application)

We, the undersigned, have invented certain inventions and improvements disclosed in a utility non-provisional patent application entitled

"PRIVACY SERVER FOR PROTECTING PERSONALLY IDENTIFIABLE INFORMATION"

filed with the U.S. Patent & Trademark Office on October 19, 2012

and assigned serial no. 13/655,507.

For one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which we acknowledge, we:

1. Agree to assign, transfer, convey, and sell, hereby assign, transfer, convey, and sell and have assigned, transferred, conveyed, and sold to Pearson Education, Inc., a corporation organized under the laws of the State of Delaware, having a principal place of business at One Lake Street, Upper Saddle River, NJ 07458 ("Assignee"), the entire right, title, and interest in and to:
 - (a) all intellectual property (including, without limitation, any innovation, information, invention, discovery, product, process, work or design) disclosed, embodied, shown, or claimed in the above-referenced patent application, implicitly or explicitly;
 - (b) the above-referenced patent application, the right to claim priority to the above-referenced patent application, all applications based in whole or in part upon the above-referenced patent application, including, without limitation, all applications that are a provisional, non-provisional, design, divisional, continuation, continuation-in-part, registration, utility model, industrial design, reissue, renewal, substitute, extension, reexamination, post-grant review, inter partes review, supplemental examination or non-U.S. patent application or application for other rights based in whole or in part on the above-referenced patent application;
 - (c) all patents (including, without limitation, all U.S. and non-U.S. patents, registrations, utility models, industrial designs, design patents, counterparts, continuations, continuations-in-part, divisionals, reissues, renewals, substitutes, extensions, reexaminations, post-grant reviews, inter partes reviews and supplemental examinations) that are granted or issued upon, or that claim priority to, any and all applications described in (b) of

ASSIGNMENT

U.S. Serial No. 13/655,507

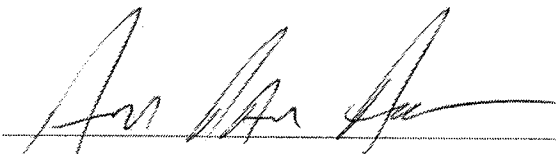
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this paragraph or that disclose or claim intellectual property described in (a) of this paragraph, in whole or in part; and

(d) all claims for damages by reason of past infringement of any rights under the applications or patents described in (a), (b) or (c) of this paragraph (including provisional rights to reasonable royalties pursuant to 35 U.S.C. §154(d)) and the right to sue for and collect such damages and royalties for Assignee's own use.


2. Authorize and request the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue to the Assignee any and all patent(s), or other rights or documents, resulting from the intellectual property, patent application(s) and patents described in paragraph 1 of this Assignment.
3. Agree to sign all papers and documents, including without limitation, applications, declarations, oaths and petitions, and, at the Assignee's expense, perform any other acts that are necessary in connection with prosecution of patent application(s) or intellectual property described in paragraph 1 of this Assignment and the enforcement of patent(s) or other rights resulting from such patent application(s) or intellectual property.
4. Agree that the terms, covenants, and conditions of this Assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon us, as well as our heirs, legal representatives, and assigns.
5. Promise and affirm that we have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.
6. Authorize Kilpatrick Townsend & Stockton LLP to insert above the application number and filing date of the above-described patent application when known.

Signed on the dates indicated beside our signatures.

Signature: 
Richard Paul Hughes

Date: 10/6/2012

Witnesses:

1. Signed: 
Printed Name: Laura A Hughes
Address: 9944 E Laguna Azul Ave
Mesa AZ 85209

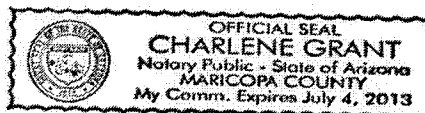
2. Signed: _____
Printed Name: _____
Address: _____

State of Arizona, County of Maricopa

On this 6th day of October, 2012,
before me personally appeared

Richard + Laura Hughes
proved to me, on the basis of satisfactory
evidence, to be the person(s) whose name(s)
is/are signed in the above document and
acknowledged that he/she/they signed the
above document.


Notary Public



ASSIGNMENT

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Signature: _____

Hong-Yu Chiang

Date: 10/16/12

Witnesses:

1.

Signed: _____

Printed Name: _____

Address: _____

BAY V VO

14417 ASHLEIGH GREENE RD

BOYDS MD 20841

2.

Signed: _____

Printed Name: _____

Address: _____

NGUYET T. TRAN

14417 ASHLEIGH GREENE RD

BOYDS MD 20841

PATENT

REEL: 029156 FRAME: 0826

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Signature: Gregory Dean McFall
Gregory Dean McFall

Date: 10/16/2012

Witnesses:

1. Signed: Thomas S. We
Printed Name: Thomas D. We
Address: 2200 Beach St #304
SAN FRANCISCO, CA
94123
2. Signed: Marco Lopez Ivich
Printed Name: Marco Lopez Ivich
Address: 8904 S. Lostfeld Dr.
Tempe, AZ 85284

Signature: _____

Perry Michael Spagnola

Date: 10/9/2012

Witnesses:

1. Signed: Susan Thomas
Printed Name: Susan Thomas
Address: Pearson
3015 W Ray Rd Ste 200
Chandler AZ 85226

2. Signed: Joe Limer
Printed Name: Joe Limer
Address: 3444 N Stone Gully
Mesa AZ 85207