

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Andreas Vogel	10/09/2012
RECEIVING PARTY DATA	
Name:	SAP AG
Street Address:	Dietmar-Hopp-Allee 16
City:	Walldorf
State/Country:	GERMANY
Postal Code:	69190
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13659551
CORRESPONDENCE DATA	
Fax Number:	4085165926
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	408-244-6319
Email:	docketing@fountainheadlaw.com
Correspondent Name:	Fountainhead Law Group P.C. Chad R. Wals
Address Line 1:	900 LAFAYETTE STREET
Address Line 2:	SUITE 301
Address Line 4:	SANTA CLARA, CALIFORNIA 95050
ATTORNEY DOCKET NUMBER:	000005-027600US
NAME OF SUBMITTER:	George B.F. Yee
Total Attachments: 2 source=5-27600_Assignment#page1.tif source=5-27600_Assignment#page2.tif	

OP \$40.00 13659551

ASSIGNMENT OF PATENT APPLICATION

SOLE

WHEREAS, **Andreas Vogel**, a citizen of Germany, hereinafter referred to as "Assignor," is the inventor of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: **Predictive Analytics for Targeted Player Engagement in a Gaming System**

Date(s) of execution of Declaration: _____; and

Filing Date: October 24, 2012

WHEREAS, **SAP AG**, located at Dietmar-Hopp-Allee 16, 69190 Walldorf, Germany, hereinafter referred to as "Assignee," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignor, Assignor has assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns so fully and exclusively as it would have been held and enjoyed by Assignor had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignor further agrees that he will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignment

Attorney Docket No.: 000005-027600US

SAP Docket No.: 2012P00366US

Page 2 of 2

Assignor hereby authorize and request Fountainhead Law Group P.C., 900 Lafayette Street, Suite 301, Santa Clara, CA 95050, to insert hereby above the date(s) of execution of declaration and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignor has signed his name on the date indicated.

Dated:

10/9/12

Andreas Vogel
Andreas Vogel

WITNESSED:

Dated:

Sept. 9, 2012

Sign:

Fereidoun Sami

Print:

Fereidoun Sami