

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Ammar Tawfiq Ammar</td> <td>09/26/2012</td> </tr> <tr> <td>Devavrat Shah</td> <td>10/04/2012</td> </tr> <tr> <td>Vivek Francis Farias</td> <td>10/10/2012</td> </tr> <tr> <td>Srikanth Jagabathula</td> <td>11/05/2012</td> </tr> </tbody> </table>		Name	Execution Date	Ammar Tawfiq Ammar	09/26/2012	Devavrat Shah	10/04/2012	Vivek Francis Farias	10/10/2012	Srikanth Jagabathula	11/05/2012
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Ammar Tawfiq Ammar	09/26/2012										
Devavrat Shah	10/04/2012										
Vivek Francis Farias	10/10/2012										
Srikanth Jagabathula	11/05/2012										
RECEIVING PARTY DATA											
Name:	Massachusetts Institute of Technology										
Street Address:	77 Massachusetts Avenue										
City:	Cambridge										
State/Country:	MASSACHUSETTS										
Postal Code:	02139										
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>13598124</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13598124						
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Application Number:	13598124										
CORRESPONDENCE DATA											
Fax Number:	6036278121										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	603-627-8134										
Email:	ipadm@sheehan.com										
Correspondent Name:	Peter A. Nieves										
Address Line 1:	1000 Elm Street, 17th Floor										
Address Line 2:	PO Box 3701										
Address Line 4:	Manchester, NEW HAMPSHIRE 03105										
ATTORNEY DOCKET NUMBER:	17614-6131										
NAME OF SUBMITTER:	Karen A. Morin										
Total Attachments: 12											

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ASSIGNMENT

Whereas we, Ammar Tawfiq Ammar, Vivek Francis Farias, Srikanth Jagabathula, and Devavrat Shah, have invented certain new and useful improvements in:

System and Method for Providing Personalized Recommendations

(hereinafter referred to as "Invention") described in a U.S. Provisional Patent Application, the specification of which was filed August 29, 2011 as U.S. Application No. 61/528,751 and in a related U.S. Non-Provisional Patent Application, the specification of which was filed August 29, 2012 as U.S. Application No. 13/598,124

And, whereas we desire to assign a 100% undivided interest in said Invention, said application disclosing the Invention and any Letters Patent which may be granted therefore to **Massachusetts Institute of Technology**, a Massachusetts institution having its place of business at 77 Massachusetts Avenue, Cambridge, Massachusetts 02139-4307 (hereinafter referred to as "Assignee"), and whereas Assignee is desirous of acquiring the entire right, title and interest in the same;

Now, this indenture witnesseth, that for the sum of one dollar (\$1.00), and other good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer a 100% undivided interest in said invention, said application, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said Invention, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue said United States Letters Patent to said Assignee, as assignee of the whole right, title and interest thereto;

And we further agree to execute all necessary and lawful future documents, including assignments in favor of Assignee, or its designees as Assignee or its Assignees may from time-to-time present to us in order to perfect title in said Invention, modifications, and improvements in said Invention, applications and Letters Patent of the United States and countries foreign thereto;

And we further agree to sign and properly execute such necessary and lawful papers for application for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent that may be granted for my aforesaid Invention, as the Assignee thereof shall hereafter require and prepare at its own expense.

Executed this 26th day of September, in the year 2012
at 32 Vassar St., Cambridge, MA 02139
AMMAR
Ammar Tawfiq Ammar

Witness: [Signature]
Printed Name: LIMON DRAKOPOULOS

Witness: [Signature]
Printed Name: Ermin Wei

Executed this _____ day of _____, in the year 2012
at _____
Vivek Francis Farias

Witness: _____
Printed Name: _____

Witness: _____
Printed Name: _____

Executed this _____ day of _____, in the year 2012
at _____
Srikanth Jagabathula

Witness: _____
Printed Name: _____

Witness: _____
Printed Name: _____

Docket Nos.: 17614-5118
and 17614-6131

Executed this _____ day of _____, in the year 2012

at _____

Devavrat Shah

Witness:

Printed Name:

Witness:

Printed Name:

ASSIGNMENT

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Executed this _____ day of _____, in the year 2012

at _____

Ammar Tawfiq Ammar

Witness: _____
Printed Name:

Witness: _____
Printed Name:

Executed this _____ day of _____, in the year 2012

at _____

Vivek Francis Farias

Witness: _____
Printed Name:

Witness: _____
Printed Name:

Executed this _____ day of _____, in the year 2012

at _____

Srikanth Jagabathula

Witness: _____
Printed Name:

Witness: _____
Printed Name:

Executed this 04 day of October, in the year 2012

at Cambridge, MA

Devavrat Shah
Devavrat Shah

Witness: Salvia Jain
Printed Name:

Witness: Lynne Dell
Printed Name:

ASSIGNMENT

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Executed this _____ day of _____, in the year 2012

at _____

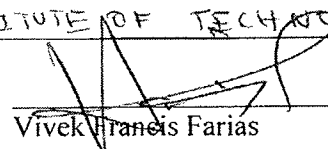
Ammar Tawfiq Ammar

Witness: _____
Printed Name:

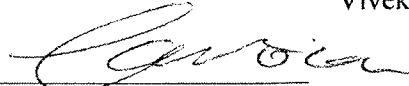
Witness: _____
Printed Name:


Executed this 10th day of OCTOBER, in the year 2012

at MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Vivek Francis Farias

Witness: 
Printed Name: DRAGOS FLOREN COCAN

Witness: 
Printed Name: ARIEL BRANDNER

Executed this _____ day of _____, in the year 2012

at _____

Srikanth Jagabathula

Witness: _____
Printed Name:

Witness: _____
Printed Name:

Docket Nos.: 17614-5118
and 17614-6131

Executed this _____ day of _____, in the year 2012

at _____

Devavrat Shah

Witness:

Printed Name:

Witness:

Printed Name:

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Executed this _____ day of _____, in the year 2012
at _____

Ammar Tawfiq Ammar

Witness: _____
Printed Name:

Witness: _____
Printed Name:

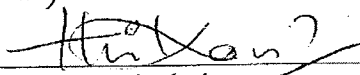
Executed this _____ day of _____, in the year 2012
at _____

Vivek Francis Farias

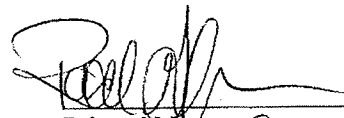
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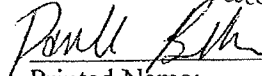
Witness: _____
Printed Name:

Executed this 05 day of November, in the year 2012
at 44 W 4th ST, NEW YORK, NY 10012



Srikanth Jagabathula

Witness: 
Printed Name: Rachel Goldfarb

Witness: 
Printed Name: Danielle Benzaken

Docket Nos.: 17614-5118
and 17614-6131

Executed this _____ day of _____, in the year 2012

at _____

Devavrat Shah

Witness:

Printed Name:

Witness:

Printed Name: