

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>Avishalom Shalit</td> <td>01/31/2013</td> </tr> <tr> <td>Assaf Baci</td> <td>01/31/2013</td> </tr> <tr> <td>Guy Stephane Krief</td> <td>01/31/2013</td> </tr> </tbody> </table>		Name	Execution Date	Avishalom Shalit	01/31/2013	Assaf Baci	01/31/2013	Guy Stephane Krief	01/31/2013
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Avishalom Shalit	01/31/2013								
Assaf Baci	01/31/2013								
Guy Stephane Krief	01/31/2013								
RECEIVING PARTY DATA									
Name:	Persado Intellectual Property Limited								
Street Address:	Portland House, Bressenden Place								
City:	London								
State/Country:	UNITED KINGDOM								
Postal Code:	SW1E 5BH								
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>13714692</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13714692				
Property Type	Number								
Application Number:	13714692								
CORRESPONDENCE DATA									
Fax Number:	6507120449								
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NAME OF SUBMITTER:	Tina M. Lessani								
Total Attachments: 3 source=2013_01_31_15046-01116US_Signed_Assignment#page1.tif source=2013_01_31_15046-01116US_Signed_Assignment#page2.tif source=2013_01_31_15046-01116US_Signed_Assignment#page3.tif									

CH \$40.00 13714692

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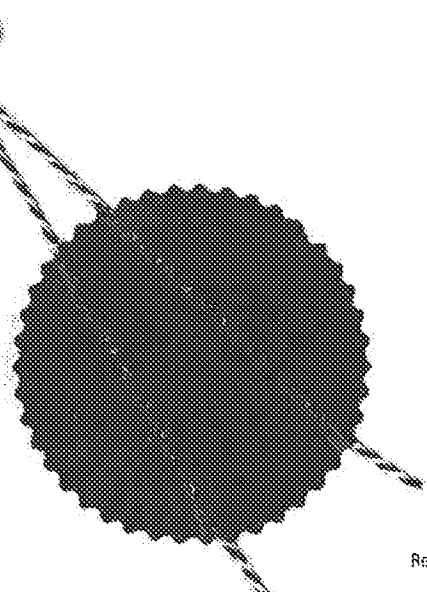
Eleonora Ceolin
Christopher Higgins

TO ALL TO WHOM THESE PRESENTS SHALL COME, I ANDREW JAMES MACNAB of the City of London NOTARY PUBLIC by royal authority duly admitted and sworn DO HEREBY CERTIFY the genuineness of the signature of AVISHALOM SHALIT subscribed at foot of the assignment hereunto annexed, such signature being of the own, true and proper handwriting of the said Avishalom Shalit, whose personal identity I attest, born in Israel on 9 September 1974;

AND I DO FURTHER CERTIFY the genuineness of the signature of ASSAF BACIU also subscribed at foot of the said annexed assignment, such signature being of the own, true and proper handwriting of the said Assaf Baciu, whose personal identity I attest, born in Israel on 14 November 1972;

AND I DO LASTLY CERTIFY the genuineness of the signature of GUY STÉPHANE KRIEF also subscribed at foot of the said annexed assignment, such signature being of the own, true and proper handwriting of the said Guy Stéphane Krief, whose personal identity I attest, born in France on 7 October 1977.

IN FAITH AND TESTIMONY WHEREOF I the said notary have subscribed my name and set and affixed my seal of office at London aforesaid this fourth day of February two thousand and thirteen.



Regulated by the Faculty Office of the Archbishop of Canterbury

PATENT

REEL: 029755 FRAME: 0452

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Persado Intellectual Property Limited**, a limited company organized under the laws of England, having a place of business at **Portland House, Bressenden Place, SW1E 5BH London, United Kingdom** ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the non-provisional application filed under 35 U.S.C. §111(a) and entitled "**SYSTEM, METHOD, AND COMPUTER PROGRAM FOR IDENTIFYING MESSAGE CONTENT TO SEND TO USERS BASED ON USER LANGUAGE CHARACTERISTICS**" ("APPLICATION"), which:

is to be filed herewith

was filed on December 14, 2012,

now bearing U.S. application number 13/714,692; and

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;
(c) all utility, divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), (c) and (d) above; and (e) all right of priority in the APPLICATION, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

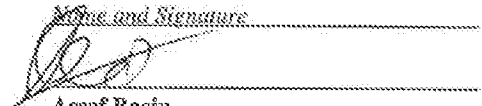


Date of Signature

31/01 2013

Avishalom Shalit

Name and Signature

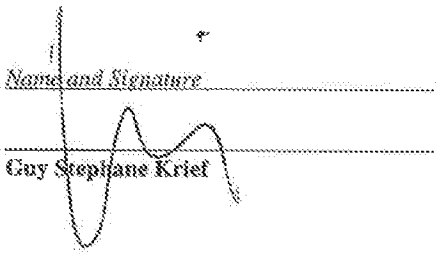


Date of Signature

31/01 2013

Assaf Baciu

Name and Signature



Date of Signature

31/01 2013

Guy Stephane Krief