

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>Sherry Plummer</td> <td>09/05/2012</td> </tr> <tr> <td>Doug Sholtis</td> <td>09/07/2012</td> </tr> <tr> <td>Tom Flynn</td> <td>09/10/2012</td> </tr> <tr> <td>Les Meyer</td> <td>09/07/2012</td> </tr> </tbody> </table>		Name	Execution Date	Sherry Plummer	09/05/2012	Doug Sholtis	09/07/2012	Tom Flynn	09/10/2012	Les Meyer	09/07/2012
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Tom Flynn	09/10/2012										
Les Meyer	09/07/2012										
RECEIVING PARTY DATA											
Name:	State Farm Mutual Automobile Insurance Company										
Street Address:	One State Farm Plaza										
City:	Bloomington										
State/Country:	ILLINOIS										
Postal Code:	61710										
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>13646803</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13646803						
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CORRESPONDENCE DATA											
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NAME OF SUBMITTER:	Karen Morfoot										
Total Attachments: 5											

OP \$40.00 13646803

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MARSHALL, GERSTEIN & BORUN LLP, 233 S. Wacker Drive, 6300 Willis Tower, Chicago, Illinois

ASSIGNMENT

Serial No: 13/646,803
Filed: October 8, 2012
Title: CUSTOMER SATISFACTION DASHBOARD

STATE FARM MUTUAL
AUTOMOBILE INSURANCE
COMPANY
Initials RP MS IF DD
Date 1/16/13

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned hereby assigns to ~~STATE FARM INSURANCE COMPANY~~, One State Farm Plaza, Bloomington, Illinois 61710 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for letters patent of the United States, executed by the undersigned in said application and any and all other applications, both in the United States and in other countries, which the undersigned may file or be named as an inventor, either solely or jointly with others, on said invention or improvements, and in any and all letters patent of the United States and other countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner for Patents to issue said letters patent to said Assignee.

The undersigned hereby authorizes and requests that the attorneys of record in said application insert in this assignment the execution date and/or filing date and serial number of said application when officially known.

The undersigned warrants herself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned except in favor of Assignee.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said Assignee, its successors and assigns, to execute any and all applications on said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any letters patent that may be granted upon any and all of said applications, and any and all applications and other documents for letters patent in other countries on said invention or improvements, that said Assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said Assignee, its successors or assigns, in the event of any application or letters patent assigned herein becoming involved in Interference or Opposition, to cooperate to the best of the ability of the undersigned with said Assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said letters patent, both in the United States and in other countries, and vest all rights therein hereby conveyed in said Assignee, its successors and assigns, whereby said letters patent will be held and enjoyed by said Assignee, its successors and assigns, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this

5th day of September, 2012

State of ILLINOIS
County of MCHEN

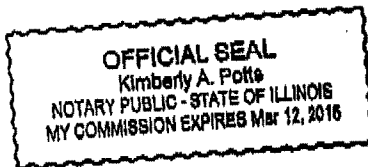
Sherry Plummer
Sherry Plummer

On this 5 day of September, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared, to me personally known to be the same persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

3-12-2016 Kimberly A. Potts
Notary Public



WITNESS my hand this

7 day of Sept, 2012.

State of
County of

ILLINOIS
McHenry

Doug Shbitis
Doug Shbitis

On this 7 day of Sept, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared, to me personally known to be the same persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

3-12-2016 Kimberly A. Potts
Notary Public



WITNESS my hand this 10 day of September, 2012.

State of Illinois
County of McLean

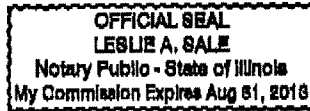
[Signature]
Tom Flynn

On this 10 day of September, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared, to me personally known to be the same persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

8-31-2013 [Signature]
Notary Public



WITNESS my hand this 7 day of Sept, 2012.

State of ILLINOIS
County of McLean

[Signature]
Les Meyer

On this 7 day of Sept, 2012, before me, a Notary Public in and for the County and State aforesaid, appeared, to me personally known to be the same persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

3-12-2014

[Signature]
Notary Public

