

## PATENT ASSIGNMENT

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| SUBMISSION TYPE:   | NEW ASSIGNMENT                           |
| NATURE OF CONVEYANCE:  | ASSIGNMENT                               |
| CONVEYING PARTY DATA   |  |
| Name   | Execution Date                           |
| John Armitage  | 05/09/2013                               |
| 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:  | 13891012                                 |
| CORRESPONDENCE DATA  |  |
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| ATTORNEY DOCKET NUMBER:  | 000005-033100US                          |
| NAME OF SUBMITTER:   | Marc R. Knittel                          |
| Signature:   | /Marc R. Knittel/                        |
| Date:  | 05/09/2013                               |
| Total Attachments: 2<br>source=5-33100_Assignment#page1.tif<br>source=5-33100_Assignment#page2.tif |  |

OP \$40.00 13891012

## ASSIGNMENT OF PATENT APPLICATION

SOLE

WHEREAS, **John Armitage**, a citizen of the United States, 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: Space Constrained Small Format Visual Analytic  
Labeling  
Filing Date: May 9, 2013

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 as 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.

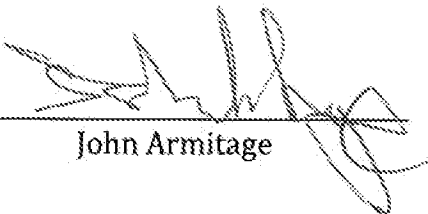
Assignor further agrees that Assignor will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, 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.

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

Assignment  
Attorney Docket No.: 000005-033100US  
SAP Docket No.: 120602US01  
Page 2 of 2

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

Dated: May 9 2013

  
\_\_\_\_\_  
John Armitage

WITNESSED:

Dated: 5.9.13

Sign: Katie S. Alpizar  
Print: Katie S. Alpizar