

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>Brad Ryan</td> <td>07/01/2013</td> </tr> <tr> <td>John MacCarthy</td> <td>06/27/2013</td> </tr> <tr> <td>Glen Connery</td> <td>06/27/2013</td> </tr> <tr> <td>Seth Reid</td> <td>07/01/2013</td> </tr> </tbody> </table>		Name	Execution Date	Brad Ryan	07/01/2013	John MacCarthy	06/27/2013	Glen Connery	06/27/2013	Seth Reid	07/01/2013
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>IMS Health Incorporated</td> </tr> <tr> <td>Street Address:</td> <td>83 Wooster Heights Road</td> </tr> <tr> <td>City:</td> <td>Danbury</td> </tr> <tr> <td>State/Country:</td> <td>CONNECTICUT</td> </tr> <tr> <td>Postal Code:</td> <td>06810</td> </tr> </table>		Name:	IMS Health Incorporated	Street Address:	83 Wooster Heights Road	City:	Danbury	State/Country:	CONNECTICUT	Postal Code:	06810
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: 8777697945 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: (202) 783-5070 Email: apsi@fr.com Correspondent Name: Thomas A. Rozylowicz Address Line 1: FISH & RICHARDSON P.C. Address Line 2: P.O.BOX 1022 Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022											
ATTORNEY DOCKET NUMBER:	37239-0090001										
NAME OF SUBMITTER:	Pamela J. Morris										
Signature:	/Pamela J. Morris/										

PATENT

Date:

07/02/2013

Total Attachments: 8

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ASSIGNMENT

For valuable consideration, we, BRAD RYAN, JOHN MACCARTHY, GLEN CONNERY, and SETH REID, hereby assign to: IMS Health Incorporated, a corporation of Delaware having a place of business at: 83 Wooster Heights Road, Danbury, CT 06810 ; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled MARKET MEASURES AND OUTCOMES FOR APP PRESCRIBING, filed July 2, 2013, and assigned U.S. Serial Number 13/933,405, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: 7/1/13



BRAD RYAN

Date: _____

JOHN MACCARTHY

Date: _____

GLEN CONNERY

Date: _____

SETH REID

40915723.doc

ASSIGNMENT

For valuable consideration, we, BRAD RYAN, JOHN MACCARTHY, GLEN CONNERY, and SETH REID, hereby assign to: IMS Health Incorporated, a corporation of Delaware having a place of business at: 83 Wooster Heights Road, Danbury, CT 06810 ; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled MARKET MEASURES AND OUTCOMES FOR APP PRESCRIBING, filed July 2, 2013, and assigned U.S. Serial Number 13/933,405, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: _____

BRAD RYAN

Date: 27 June 2013


JOHN MACCARTHY

Date: _____

GLEN CONNERY

Date: _____

SETH REID

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Date: _____

BRAD RYAN

Date: _____

JOHN MACCARTHY

Date: 6/27/2013


GLEN CONNERY

Date: _____

SETH REID

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Date: _____

BRAD RYAN

Date: _____

JOHN MACCARTHY

Date: _____

GLEN CONNERY

Date: 15 JUL 2013

SETH REID

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