

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Peter Babcock</td> <td>04/01/2013</td> </tr> <tr> <td>Don Franke</td> <td>04/01/2013</td> </tr> <tr> <td>Michael Scott McQuarrie</td> <td>04/01/2013</td> </tr> </tbody> </table>		Name	Execution Date	Peter Babcock	04/01/2013	Don Franke	04/01/2013	Michael Scott McQuarrie	04/01/2013		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>United Services Automobile Association (USAA)</td> </tr> <tr> <td>Street Address:</td> <td>9800 Fredericksburg Road</td> </tr> <tr> <td>City:</td> <td>San Antonio</td> </tr> <tr> <td>State/Country:</td> <td>TEXAS</td> </tr> <tr> <td>Postal Code:</td> <td>78288</td> </tr> </table>		Name:	United Services Automobile Association (USAA)	Street Address:	9800 Fredericksburg Road	City:	San Antonio	State/Country:	TEXAS	Postal Code:	78288
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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>13829825</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13829825						
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CORRESPONDENCE DATA											
<p>Fax Number: 6503262422</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 650-326-2400</p> <p>Email: dbogorodsky@kilpatricktownsend.com</p> <p>Correspondent Name: Kilpatrick Townsend & Stockton LLP</p> <p>Address Line 1: Two Embarcadero Center, 8th Floor</p> <p>Address Line 4: San Francisco, CALIFORNIA 94111</p>											
ATTORNEY DOCKET NUMBER:	US-0872.01 92646-848405										
NAME OF SUBMITTER:	Craig C. Largent										
Signature:	/Craig C. Largent/										
Date:	07/15/2013										
<p>Total Attachments: 2</p> <p>source=92646-848405_assgnmt#page1.tif</p> <p>source=92646-848405_assgnmt#page2.tif</p>											

CH \$40.00 13829825

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s)Peter Babcock, Don Franke, Michael Scott McQuarrie
ApplicantUnited Services Automobile Association (USAA)
USAA's Docket No.US-0872.01|92646-848405
Title: MONITORING AND ANALYSIS OF SOCIAL NETWORK TRAFFIC
Application No.: 13/829,825
Filed: March 14, 2013

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Peter Babcock

Michael Scott McQuarrie

Don Franke

Assignee:

United Services Automobile Association (USAA)
Reciprocal Interinsurance Exchange of the State of Texas
9800 Fredericksburg Road
San Antonio, Texas 78288

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) is/are inventor(s) of an invention(s) entitled as described and claimed in the specification forming part of an application(s) for United States letters patent referenced above;

WHEREAS, United Services Automobile Association (USAA) (hereinafter referred to as ASSIGNEE), a reciprocal interinsurance exchange of the State of Texas having a place of business at 9800 Fredericksburg Road, San Antonio, Texas 78288, is desirous of acquiring the entire right, title and interest in and to the invention(s) and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

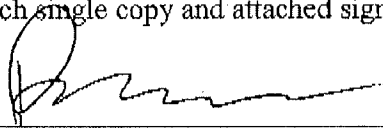
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PATENT
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NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign, and transfer unto ASSIGNEE, the entire right, title, and interest in and to said invention(s), said application(s), and any and all letters patent which may be granted for said invention(s) in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues, and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application(s) to which said foreign applications are entitled by virtue of international convention, treaty, or otherwise, said invention(s), application(s), and all letters patent on said invention(s) to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer, and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention(s), for litigation regarding said letters patent, or for the purpose of protecting title to said invention(s) or letters patent therefor.

AND this Assignment may be executed in multiple counterparts, each of which shall be deemed to be an original of this Assignment. Additionally, we hereby authorize our attorneys to collect the signature pages of each executed counterpart and to attach those signature pages to a single copy of this instrument, which single copy and attached signature pages together shall constitute an original of this Assignment.



Peter Babcock

4/1/2013

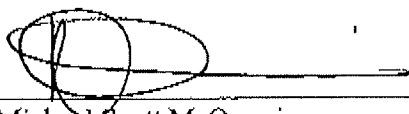
Date of Signature



Don Franke

4/1/2013

Date of Signature



Michael Scott McQuarrie

4/1/2013

Date of Signature

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PAGE 2/5 * RCVD AT 4/1/2013 10:53:33 AM [Central Daylight Time] * SVR:PRODBRF3W/39 * DNIS:5133223 * CSID:2104563752 * DURATION (mm-ss):00-53

RECORDED: 07/15/2013

PATENT
REEL: 030799 FRAME: 0725