

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>Yochai Konig</td> <td>06/15/2000</td> </tr> <tr> <td>Roy Twersky</td> <td>06/15/2000</td> </tr> <tr> <td>Michael R. Berthold</td> <td>06/15/2000</td> </tr> </tbody> </table>		Name	Execution Date	Yochai Konig	06/15/2000	Roy Twersky	06/15/2000	Michael R. Berthold	06/15/2000
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Yochai Konig	06/15/2000								
Roy Twersky	06/15/2000								
Michael R. Berthold	06/15/2000								
RECEIVING PARTY DATA									
Name:	Personalized User Model								
Street Address:	350 5th Avenue								
Internal Address:	Suite 2712								
City:	New York								
State/Country:	NEW YORK								
Postal Code:	10118								
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>13907115</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13907115				
Property Type	Number								
Application Number:	13907115								
CORRESPONDENCE DATA									
Fax Number:									
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Email:	request@slwip.com								
Correspondent Name:	Schwegman, Lundberg & Woessner, P.A.								
Address Line 1:	P.O. Box 2938								
Address Line 4:	Minneapolis, MINNESOTA 55402								
ATTORNEY DOCKET NUMBER:	3076.001US6								
NAME OF SUBMITTER:	Stefanie L Ricks								
Signature:	/ Stefanie L Ricks /								
Date:	08/05/2013								
Total Attachments: 3 source=3076001US6_Assignment#page1.tif source=3076001US6_Assignment#page2.tif source=3076001US6_Assignment#page3.tif									

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PATENT

RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 3076.001US6

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Yochai Konig, Roy Twersky, Michael R Berthold

Additional name(s) of conveying party(ies) attached?

Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: June 15, 2000, June 15, 2000, June 15, 2000

2. Name and address of receiving party(ies):

Name: Personalized User Model

Street Address: 350 5th Avenue
Suite 2712

City: New York State: NY Zip: 10118
Country: United States of America

Additional name(s) & address(es) attached? Yes
 No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 13/907,115, filed May 31, 2013

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jeffrey L. Ranck

Address:

Schwegman, Lundberg & Woessner, P.A.
P.O. Box 2938
Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

Enclosed

Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jeffrey L. Ranck/Reg. No. 38,590

Name of Person Signing

/Jeffrey L. Ranck/

Signature

5 Aug. 2013

Date

Total number of pages including cover sheet: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Mail Stop Assignment Recordation Services
P.O. Box 1450
Alexandria, VA 22313-1450

PATENT
REEL: 030943 FRAME: 0684

ASSIGNMENT

THIS ASSIGNMENT, by

YOSHIAI KONIG, ROY TWERSKY, AND MICHAEL R. BERTHOLD

(hereinafter referred to as the Assignors), residing at San Francisco, California; San Francisco, California; and Berkeley, California respectively, witnesseth:

WHEREAS, said Assignors have invented certain new and useful improvements in

AUTOMATIC, PERSONALIZED ONLINE INFORMATION AND PRODUCT SERVICES

for which application for Letters Patent has been executed on 15 June 2000, and is attached hereto

WHEREAS,

Utopy, Inc.

(hereinafter referred to as the Assignee), a body having corporate powers under the laws of the state of **CALIFORNIA, SAN FRANCISCO, CALIFORNIA 94102**, is desirous of obtaining the entire right, title and interest in and to said inventions and said application for Letters Patent, and in and to any Letters Patent, United States or foreign, to be obtained therefor and thereon;

WHEREAS, said Assignors and said Assignee have executed an agreement entitled "Agreement Concerning Rights in Invention."

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and for other good and sufficient considerations, the receipt of which is hereby acknowledged:

1. The Assignors have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over unto said Assignee, the entire right, title and interest in, to and under said inventions; said application for Letters Patent; any Letters Patent which may be granted for said inventions in the United States of America and any foreign country; any division, continuation, and continuation-in-part of said application; any reissue or extension of said Letters Patent; and all rights under the International Convention for the Protection of Industrial Property; said right, title and interest to be held and enjoyed by said Assignee for its own use and behoove to the full end of the term for which Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignors, had this sale and assignment not been made.

2. Said Assignors hereby jointly and severally warrant and represent that, at the time of execution and delivery of these presents, said Assignors are the joint and lawful owners of the entire right, title and interest in and to said inventions and said application for Letters Patent, and that the same have not entered into any assignment, contract or understanding in conflict herewith.

3. Said Assignors hereby jointly and severally covenant and agree to assist and cooperate with said Assignee, whereby said Assignee may enjoy to the fullest extent said right, title and interest herein conveyed, provided, however, that the entire expense which may be incurred by said Assignors in lending such assistance and cooperation be paid by Assignee. Such cooperation shall include: (a) prompt execution of all papers (prepared at the expense of Assignee) which are deemed necessary or desirable by Assignee to perfect said right, title and interest herein conveyed, (b) prompt execution of all petitions, oaths, specifications, declarations and other papers (prepared at the expense of Assignee) which are deemed necessary or desirable by Assignee for filing or prosecuting in the United States or any foreign country said application, any application which is a division, continuation, or continuation-in-part of said application, any reissue application for any Letters Patent granted on said application, or for any interference proceeding involving said application or Letters Patent granted thereon; and (c) prompt assistance and cooperation in the prosecution of all legal proceedings involving said inventions, said application, or Letters Patent granted thereon, including oppositions, cancellation proceedings, priority contests, public use proceedings and court actions.


4. The terms, covenants and conditions of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and/or other legal representatives, and shall be binding upon said Assignors, their heirs, legal representatives and assigns.

5. The terms, covenants and conditions of this Assignment are subject to the payment of royalty by Assignee to Assignors in accordance with the provisions of said Agreement Concerning Rights in Invention.

6. Said Assignors hereby request the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States to said Assignee as the assignee of said inventions.

IN WITNESS WHEREOF said Assignors have executed and delivered this instrument on the respective dates noted below.


Date: June 15, 2000 Konig
 State: CALIFORNIA County: SAN FRANCISCO YOCHAI KONIG SO
 Subscribed and sworn to before me on this 15th day of June, 19 2000



SANDRA K. DANIELS
 Commission # 1151874
 Notary Public - California
 San Francisco County
 My Comm. Expires Sep 6, 2001

Sandra K. Daniels
 Notary Public


Date: June 15, 2000 Roy Twersky
 State: CALIFORNIA County: SAN FRANCISCO ROY TWERSKY SO
 Subscribed and sworn to before me on this 15th day of June, 19 2000



SANDRA K. DANIELS
 Commission # 1151874
 Notary Public - California
 San Francisco County
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Sandra K. Daniels
 Notary Public

Date: June 15, 2000 Michael R. Berthold
 State: CALIFORNIA County: SAN FRANCISCO MICHAEL R. BERTHOLD SO
 Subscribed and sworn to before me on this 15th day of June, 19 2000



SANDRA K. DANIELS
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