### PATENT ASSIGNMENT

# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

### **CONVEYING PARTY DATA**

Name	Execution Date
Kristen Grauman	08/09/2013
Adriana Kovashka	08/09/2013
Devi Parikh	08/08/2013

### **RECEIVING PARTY DATA**

Name:	Board of Regents, The University of Texas System	
Street Address:	201 West 7th Street	
City:	Austin	
State/Country:	TEXAS	
Postal Code:	78701	

### PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13965594

### **CORRESPONDENCE DATA**

**Fax Number**: 5123702850

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 512-370-2832

Email: rvoigt@winstead.com

Correspondent Name: Robert A. Voigt, Jr.

Address Line 1: P.O. BOX 131851

Address Line 4: DALLAS, TEXAS 75313

ATTORNEY DOCKET NUMBER:	22084-P084US
NAME OF SUBMITTER:	Robert A. Voigt, Jr.
Signature:	/Robert A. Voigt, Jr./
Date:	08/13/2013
	PATENT

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## Total Attachments: 15 source=22084-P084US\_ExecutedAssignment#page1.tif source=22084-P084US\_ExecutedAssignment#page2.tif source=22084-P084US\_ExecutedAssignment#page3.tif source=22084-P084US\_ExecutedAssignment#page4.tif source=22084-P084US\_ExecutedAssignment#page5.tif source=22084-P084US\_ExecutedAssignment#page6.tif source=22084-P084US\_ExecutedAssignment#page7.tif source=22084-P084US\_ExecutedAssignment#page8.tif source=22084-P084US\_ExecutedAssignment#page9.tif source=22084-P084US\_ExecutedAssignment#page10.tif source=22084-P084US\_ExecutedAssignment#page11.tif source=22084-P084US\_ExecutedAssignment#page12.tif source=22084-P084US ExecutedAssignment#page13.tif source=22084-P084US\_ExecutedAssignment#page14.tif source=22084-P084US\_ExecutedAssignment#page15.tif

PATENT REEL: 030998 FRAME: 0966

#### **ASSIGNMENT**

WHEREAS, the undersigned inventor(s), hereinafter called the "Assignor", has invented a new and useful invention entitled:

# EFFICIENTLY IDENTIFYING IMAGES, VIDEOS, SONGS OR DOCUMENTS MOST RELEVANT TO THE USER BASED ON ATTRIBUTE FEEDBACK

X	the United States filed herewith.
	for which reference a full description is here made in an application for Letters Patent of the United States Serial No filed

WHEREAS, BOARD OF REGENTS, THE UNIVERSITY OF TEXAS SYSTEM, a Texas University, having a principal office and place of business at 201 W. 7<sup>th</sup> Street, Austin, Texas 78701 (hereinafter called the "Assignee"), is desirous of acquiring the entire right, title and interest in and to said invention, the application above identified, and in, to and under Letters Patent which may be obtained for said invention, as hereinafter more fully set forth;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the Assignee, its successors and assigns, the entire right, title and interest in and to the invention and the application herein above identified, and all Letters Patents that may issue for the said invention, and all divisions, reissues, substitutions, continuations, and extensions thereof, to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns to the full end of the term for which any and all of said Letters Patents for the said invention may issue.

FURTHER, be it known that the Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the Assignee, its successors and assigns, the entire foreign rights to the invention disclosed in said application, in all countries of the world, including the right to file applications and obtain patents under the terms of the International Convention for the Protection of Industrial Property, and of the European Patent Convention, and further agrees to execute any and all patent applications, assignments, affidavits, and any other papers in connection therewith necessary to perfect such patent rights.

And the Assignor does hereby covenant and agree, for himself and his legal representatives, that they will assist the Assignee in the prosecution of the application herein identified; in the making and prosecution of any other applications for Letters Patent that the Assignee may elect to make covering the invention herein identified, as herein before set forth, including any application for reissue, application for reexamination, application for foreign patent rights, or any proceeding in the United States Patent and Trademark Office affecting the invention, investing in the Assignee exclusive title in and to all such other applications and Letters Patent; and in the prosecution of any interference which may arise involving said

# ATTORNEY DOCKET NO. 22084-P084US

invention, or any application or Letters Patents herein contemplated; that they will promptly execute and deliver to the Assignee any and all additional papers and make all lawful oaths which may be requested by the Assignee to fully carry out the terms of this assignment; and further that they will communicate to Assignee, or to its successors, assigns, and legal representatives, any facts known respecting said invention, and at the expense of the Assignee, testify in any legal proceedings, and generally do everything possible to aid the Assignee, its successors, assigns and nominees to obtain and enforce proper patent protection for said invention in all countries.

And the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all Letters Patent to the Assignee in accordance with the terms of the assignment.

IN TESTIMONY WHEREOF, the Assignor has hereunto set his hands on the date indicated below.

# KRISTEN GRAUMAN

Date:	8/9/13 Kristen Grauman
name) basis instru autho	ersonally appeared Kristen Grauman personally known to me or proved to me on the satisfactory evidence to be the person(s) whose name(s) is(are) subscribed to the within and acknowledged to me that he/she/they executed the same in his/her/their ed capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or y upon behalf of which the person(s) acted, executed the instrument.
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## Adriana Kovashka

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Date:		
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SIGNATURE OF NOTARY

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	the United States Serial No filed
	WHEREAS, BOARD OF REGENTS, THE UNIVERSITY OF TEXAS SYSTEM, a
Texas	University, having a principal office and place of business at 201 W. 7th Street, Austin,
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interes	t in and to said invention, the application above identified, and in, to and under Letters
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NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the Assignee, its successors and assigns, the entire right, title and interest in and to the invention and the application herein above identified, and all Letters Patents that may issue for the said invention, and all divisions, reissues, substitutions, continuations, and extensions thereof, to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns to the full end of the term for which any and all of said Letters Patents for the said invention may issue.

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And the Assignor does hereby covenant and agree, for himself and his legal representatives, that they will assist the Assignee in the prosecution of the application herein identified; in the making and prosecution of any other applications for Letters Patent that the Assignee may elect to make covering the invention herein identified, as herein before set forth, including any application for reissue, application for reexamination, application for foreign patent rights, or any proceeding in the United States Patent and Trademark Office affecting the invention, investing in the Assignee exclusive title in and to all such other applications and Letters Patent; and in the prosecution of any interference which may arise involving said

# ATTORNEY DOCKET NO. 22084-P084US

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## KRISTEN GRAUMAN

Date:		<u> </u>			
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## Adriana Kovashka

Date: 08/09/2013	Advicus Vo vægleler
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BRENDA MARIE HERNANDEZ  NOTARY PUBLIC  State of Texas  Comm. Exp. 12-30-2014	WITNESS my hand and official seal.  SIGNATURE OF NOTARY

	DEVI PARIKH	
Date:		
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exp date 8/31/2016

