

## 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>Kristen Grauman</td> <td>08/09/2013</td> </tr> <tr> <td>Adriana Kovashka</td> <td>08/09/2013</td> </tr> <tr> <td>Devi Parikh</td> <td>08/08/2013</td> </tr> </tbody> </table>		Name	Execution Date	Kristen Grauman	08/09/2013	Adriana Kovashka	08/09/2013	Devi Parikh	08/08/2013		
Name	Execution Date										
Kristen Grauman	08/09/2013										
Adriana Kovashka	08/09/2013										
Devi Parikh	08/08/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Board of Regents, The University of Texas System</td> </tr> <tr> <td>Street Address:</td> <td>201 West 7th Street</td> </tr> <tr> <td>City:</td> <td>Austin</td> </tr> <tr> <td>State/Country:</td> <td>TEXAS</td> </tr> <tr> <td>Postal Code:</td> <td>78701</td> </tr> </table>		Name:	Board of Regents, The University of Texas System	Street Address:	201 West 7th Street	City:	Austin	State/Country:	TEXAS	Postal Code:	78701
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											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13965594</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13965594						
Property Type	Number										
Application Number:	13965594										
CORRESPONDENCE DATA											
Fax Number: 5123702850 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> 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										

CH \$40.00 13965594

**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

**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   for which reference a full description is here made in an application for Letters Patent of 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

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.

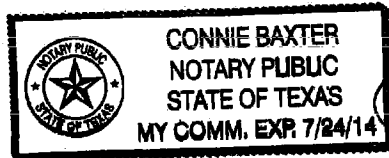
**IN TESTIMONY WHEREOF**, the Assignor has hereunto set his hands on the date indicated below.

KRISTEN GRAUMAN

Date: 8/9/13

Kristen Grauman

On Aug. 9<sup>th</sup>, 2013, before me, Connie Baxter (print notary name) personally appeared Kristen Grauman personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Connie Baxter  
SIGNATURE OF NOTARY

ATTORNEY DOCKET NO.  
22084-P084US

PATENT

ADRIANA KOVASHKA

Date: \_\_\_\_\_

On \_\_\_\_\_, 2013, before me, \_\_\_\_\_ (print notary name) personally appeared Adriana Kovashka personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
SIGNATURE OF NOTARY

ATTORNEY DOCKET NO.  
22084-P084US

PATENT

DEVI PARIKH

Date: \_\_\_\_\_

On \_\_\_\_\_, 2013, before me, \_\_\_\_\_ (print notary name) personally appeared Devi Parikh personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
SIGNATURE OF NOTARY

**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   for which reference a full description is here made in an application for Letters Patent of 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

PATENT

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.

ATTORNEY DOCKET NO.  
22084-P084US

PATENT

KRISTEN GRAUMAN

Date: \_\_\_\_\_

On \_\_\_\_\_, 2013, before me, \_\_\_\_\_ (print notary name) personally appeared Kristen Grauman personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
SIGNATURE OF NOTARY

ATTORNEY DOCKET NO.  
22084-P084US

PATENT

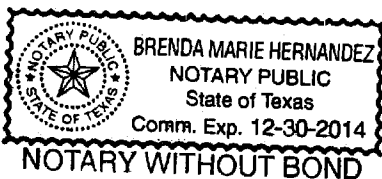
ADRIANA KOVASHKA

Date: 08/09/2013

Adriana Kovashka

On 8/9/13, 2013, before me, Brenda Marie Hernandez (print notary name) personally appeared Adriana Kovashka personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) (is/are) subscribed to the within instrument and acknowledged to me that he she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



[Signature]  
SIGNATURE OF NOTARY

ATTORNEY DOCKET NO.  
22084-P084US

PATENT

DEVI PARIKH

Date: \_\_\_\_\_

On \_\_\_\_\_, 2013, before me, \_\_\_\_\_ (print notary name) personally appeared Devi Parikh personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
SIGNATURE OF NOTARY

**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   for which reference a full description is here made in an application for Letters Patent of 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

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.

ATTORNEY DOCKET NO.  
22084-P084US

PATENT

**KRISTEN GRAUMAN**

Date: \_\_\_\_\_

On \_\_\_\_\_, 2013, before me, \_\_\_\_\_ (print notary name) personally appeared Kristen Grauman personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
SIGNATURE OF NOTARY

ATTORNEY DOCKET NO.  
22084-P084US

PATENT

**ADRIANA KOVASHKA**

Date: \_\_\_\_\_

On \_\_\_\_\_, 2013, before me, \_\_\_\_\_ (print notary name) personally appeared Adriana Kovashka personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
SIGNATURE OF NOTARY



ATTORNEY DOCKET NO.  
22084-P084US

PATENT

DEVI PARIKH

Date: 08/08/2013

Devi N. Parikh

On August 8, 2013, before me, Diana Mae Combs (print notary name) personally appeared Devi Parikh personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Diana Mae Combs

SIGNATURE OF NOTARY

exp date 8/31/2016

