

## 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>Ben Kneen</td> <td>07/01/2013</td> </tr> <tr> <td>Ajay Gupta</td> <td>07/08/2013</td> </tr> </tbody> </table>		Name	Execution Date	Ben Kneen	07/01/2013	Ajay Gupta	07/08/2013
Name	Execution Date						
Ben Kneen	07/01/2013						
Ajay Gupta	07/08/2013						
RECEIVING PARTY DATA							
Name:	EBAY INC.						
Street Address:	2145 Hamilton Avenue						
City:	San Jose						
State/Country:	CALIFORNIA						
Postal Code:	95125						
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>13931278</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13931278		
Property Type	Number						
Application Number:	13931278						
CORRESPONDENCE DATA							
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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ATTORNEY DOCKET NUMBER:	70481.976 (P1974US1)						
NAME OF SUBMITTER:	Krista Myrick						
Signature:	/Krista Myrick/						
Date:	09/24/2013						
Total Attachments: 2 source=70481_976_assignment#page1.tif source=70481_976_assignment#page2.tif							

CH \$40.00 13931278

### ASSIGNMENT

WHEREAS, We, **Ben Kneen** and **Ajay Gupta** made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States entitled

#### MULTI-IDENTIFIER USER PROFILING SYSTEM;

WHEREAS, We hereby authorize and request our attorneys, as listed on the Power of Attorney, at HAYNES AND BOONE LLP, located at 2323 Victory Avenue, Suite 700, Dallas, TX 75219, to insert here in parentheses (Serial Number: 13/931,278; Filing Date: 6/28/2013 \_\_\_\_\_) the filing date and application number of said application when known.

AND WHEREAS, EBAY INC., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 2145 Hamilton Avenue, San Jose, CA 95125 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 1st\_\_ day of July\_\_, 2013.

/Ben Kneen/\_\_\_\_\_

**Ben Kneen**

IN TESTIMONY WHEREOF, I have hereunto set my hand this 8th\_\_ day of July\_\_, 2013.

/Ajay Gupta/\_\_\_\_\_

**Ajay Gupta**