

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2583848

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DAI DUONG DOAN	09/05/2013
RECEIVING PARTY DATA	
Name:	SALESFORCE.COM, INC.
Street Address:	THE LANDMARK @ ONE MARKET STREET
Internal Address:	SUITE 300
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94105
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14021977
CORRESPONDENCE DATA	
Fax Number:	(480)385-5061
Phone:	(480) 385-5060
Email:	docketing@ifllaw.com
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>	
Correspondent Name:	INGRASSIA FISHER & LORENZ, P.C.
Address Line 1:	7010 E. COCHISE ROAD
Address Line 4:	SCOTTSDALE, ARIZONA 85253
ATTORNEY DOCKET NUMBER:	1033US2 (102.0202)
NAME OF SUBMITTER:	MARK TAKAHASHI
Signature:	/MARK TAKAHASHI, REG. NO. 38,631/
Date:	10/18/2013
Total Attachments: 1 source=20131018_Assignment_1033US2#page1.tif	

OP \$40.00 14021977

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**PATENT
 REEL: 031438 FRAME: 0799**

ASSIGNMENT

WHEREAS, the undersigned inventor(s) (hereinafter individually and collectively referred to as "ASSIGNOR") has invented new and useful improvements in:

DETECTION AND HANDLING OF AGGREGATED ONLINE CONTENT USING DECISION CRITERIA TO COMPARE SIMILAR OR IDENTICAL CONTENT ITEMS

for which application for Letters Patent of the United States:

_____ has been executed on even date herewith;

_____ was executed on _____;

X was filed on September 9, 2013 and assigned U.S. Application No. 14/021,977;

AND WHEREAS, the "Assigned Property" shall mean (i) the above-identified United States application for Letters Patent (the "Application"), (ii) the invention disclosed in the Application, (iii) any application for Letters Patent throughout the world directed to the foregoing or claiming priority to the Application, and (iv) any and all patents resulting from the foregoing.

AND WHEREAS, salesforce.com, inc., a corporation organized and existing under the laws of the State of Delaware having a principal place of business The Landmark @ One Market Street, Suite 300, San Francisco, CA, 94105, its successors and assigns (hereinafter individually and collectively referred to as "ASSIGNEE"), is desirous of acquiring the entire right, title, and interest in and to said Assigned Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby irrevocably and unconditionally assign and transfer unto ASSIGNEE the entire right, title and interest in and to the Assigned Property, and hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE for the sole use and benefit of ASSIGNEE;

AND ASSIGNOR FURTHERMORE authorizes ASSIGNEE, or anyone it may properly designate, to insert on each page of this instrument (where indicated) the filing date and application number of said Application when known;

AND ASSIGNOR AGREES, FURTHERMORE, upon request of ASSIGNEE, and without further remuneration, but at no expense to ASSIGNOR, that ASSIGNOR or ASSIGNOR'S heirs, executors, or administrators will provide all reasonable assistance to obtain, maintain, and assert the fullest measure of legal protection that ASSIGNEE desires to obtain or assert for the Assigned Property, including executing any and all papers desired by ASSIGNEE for the filing and granting of patent rights in the Assigned Property, the perfecting of title in ASSIGNEE, and in enforcing any rights in the Assigned Property.

This instrument is executed by, and shall be binding upon ASSIGNOR, and ASSIGNOR'S heirs, executors and administrators, for the uses and purposes above set forth and referred to and shall inure to the benefit of ASSIGNEE or anyone it may properly designate.

If any provision of this assignment is held by any court to be unenforceable, such provision shall be interpreted to accomplish the objectives of the original provision to the fullest extent allowed by law and the remainder of this assignment shall remain in full force and effect.

EXECUTED as of the date(s) set forth below:

Dai Duong Doan
Dai Duong Doan

Date: Sept 05, 2013