

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2605289

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>MURALI ARAVAMUDAN</td> <td>09/28/2010</td> </tr> <tr> <td>AJIT RAJASEKHARAN</td> <td>09/28/2010</td> </tr> <tr> <td>KAJAMALAI G. RAMAKRISHNAN</td> <td>09/29/2010</td> </tr> </tbody> </table>		Name	Execution Date	MURALI ARAVAMUDAN	09/28/2010	AJIT RAJASEKHARAN	09/28/2010	KAJAMALAI G. RAMAKRISHNAN	09/29/2010
Name	Execution Date								
MURALI ARAVAMUDAN	09/28/2010								
AJIT RAJASEKHARAN	09/28/2010								
KAJAMALAI G. RAMAKRISHNAN	09/29/2010								
RECEIVING PARTY DATA									
Name:	VEVEO, INC.								
Street Address:	40 SHATTUCK ROAD, SUITE 303								
City:	ANDOVER								
State/Country:	MASSACHUSETTS								
Postal Code:	01810								
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>13887514</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13887514				
Property Type	Number								
Application Number:	13887514								
CORRESPONDENCE DATA									
Fax Number:	(617)526-5000								
Phone:	6175266587								
Email:	diana.ruiz@wilmerhale.com								
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>									
Correspondent Name:	DIANA RUIZ								
Address Line 1:	60 STATE STREET								
Address Line 2:	WILMERHALE								
Address Line 4:	BOSTON, MASSACHUSETTS 02109								
ATTORNEY DOCKET NUMBER:	290672.153US4								
NAME OF SUBMITTER:	DIANA RUIZ								
Signature:	/DIANA RUIZ/								

Date:

11/06/2013

Total Attachments: 3

source=153_US4#page1.tif

source=153_US4#page2.tif

source=153_US4#page3.tif

0290672.153 US2

ASSIGNMENT

WHEREAS, we, **Murali Aravamudan**, a citizen of the United States of America, residing at 3 Squire Armour Road, Windham, New Hampshire 03087, USA; **Ajit Rajasekharan**, a citizen of the United States of America, residing at 5 Le Parc Court, West Windsor, New Jersey 08550, USA; and **Kajamalai G. Ramakrishnan**, a citizen of India, residing at 29 Cadogan Way, Nashua, New Hampshire 03062, USA, are the inventors of certain new and useful inventions and discoveries, entitled "**Methods And Systems For Selecting And Presenting Content Based on Dynamically Identifying Microgenres Associated With the Content**" also identified as Attorney Docket Number 0290672.153 US2, the specification of which was filed with the United States Patent and Trademark Office as a non-provisional patent application on **July 27, 2010** and has been assigned Application No. **12/844,366**.

WHEREAS, **Veveo Inc.**, whose address is 40 Shattuck Road, Suite 303, Andover, Massachusetts 01810, together with its successors and assigns is hereinafter called "**ASSIGNEE**," is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited.

NOW, THEREFORE, for and in consideration of good and valuable consideration furnished by **ASSIGNEE** to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservations:

1. Assign, transfer, and convey to **ASSIGNEE** the entire right, title, and interest in and to said inventions and discoveries, said application for Letters Patent, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation, continuation-in-part, and convention applications based in whole, or in part, upon said inventions or discoveries, or upon said applications, and any and all Letters Patents, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon, or arise from, said inventions, said discoveries, said applications, and said Letters Patent;
2. Authorize **ASSIGNEE** to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of **ASSIGNEE** or otherwise as **ASSIGNEE** may deem advisable, under International Conventions or otherwise;
3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments throughout the world to issue or transfer

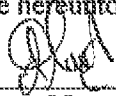
0290672.153 US2

all said Letters Patents to ASSIGNEE, as assignee of the entire right, title, and interest therein or otherwise as ASSIGNEE may direct;

4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications, or patents, or any license to use the same, or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to ASSIGNEE without encumbrance;

5. Bind our heirs, legal representatives, and assigns, as well as ourselves, to do, upon ASSIGNEE's request and at ASSIGNEE's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications, and said Letters Patents shall be held and enjoyed by ASSIGNEE as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives, and assigns if this Assignment had not been made; and particularly to execute and deliver to ASSIGNEE all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by ASSIGNEE; and to communicate to ASSIGNEE all facts known to us relating to said inventions and discoveries or the history thereof, and to testify as to the same in any court or proceeding; and to furnish ASSIGNEE any and all documents, photographs, models, samples, and other physical exhibits in my control or in the control of our heirs, legal representatives, or assigns which may be useful for establishing the facts of my conceptions, disclosures, and reduction to practice of said inventions and discoveries.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal.

9/28/10 
Date _____ Murali Aravamudan

State of _____)
County of _____)

On this _____ day of _____, 2010, before me, the undersigned notary public, personally appeared, **Murali Aravamudan**, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

Notary Public
My Commission Expires: _____

