

PATENT ASSIGNMENT COVER SHEET

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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>RAHUL PARUNDEKAR</td> <td>11/18/2013</td> </tr> <tr> <td>KENTARO OGUCHI</td> <td>11/07/2013</td> </tr> <tr> <td>ROGER MELEN</td> <td>11/07/2013</td> </tr> <tr> <td>DAISUKE HIROKI</td> <td>11/08/2013</td> </tr> </tbody> </table>		Name	Execution Date	RAHUL PARUNDEKAR	11/18/2013	KENTARO OGUCHI	11/07/2013	ROGER MELEN	11/07/2013	DAISUKE HIROKI	11/08/2013
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RECEIVING PARTY DATA											
Name:	TOYOTA JIDOSHA KABUSHIKI KAISHA										
Street Address:	1, TOYOTA-CHO										
City:	TOYOTA-SHI, AICHI-KEN										
State/Country:	JAPAN										
Postal Code:	471-8571										
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>14085452</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14085452						
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Application Number:	14085452										
CORRESPONDENCE DATA											
Fax Number:	(801)355-0160										
Phone:	801-258-9835										
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<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>											
Correspondent Name:	KANDA V. ISHIHARA, PATENT LAW WORKS LLP										
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ATTORNEY DOCKET NUMBER:	10003-03803 US										
NAME OF SUBMITTER:	KANDA V. ISHIHARA										
Signature:	/Kanda Ishihara/										

OP \$40.00 14085452

Date:

12/18/2013

Total Attachments: 2

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **TOYOTA JIDOSHA KABUSHIKI KAISHA**, a corporation of Japan, having a place of business at **1, Toyota-cho, Toyota-shi, Aichi-ken, 471-8571, Japan** ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **CONTENT RECOMMENDATION BASED ON EFFICACY MODELS** ("APPLICATION"), which:

having a filing date of Nov. 20, 2013, and bearing U.S. application serial number 14/085,452.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

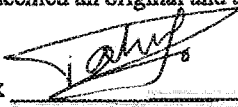
INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Title: Content Recommendation Based on Efficacy Models
Filed: November 20, 2013
Application No.: 14/085,452

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

x 


Rahul Parundekar

11/18/2013
Date of Signature

x 

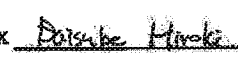
Kentaro Oguchi

11/7/13
Date of Signature

x 

Roger Melen

11/07/2013
Date of Signature

x 

Daisuke Hiroki

11/08/2013
Date of Signature