

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| IMS SOFTWARE SERVICES, LTD. | 12/13/2013 |
| RECEIVING PARTY DATA | |
| Name: | IMS HEALTH INCORPORATED |
| Street Address: | 83 WOOSTER HEIGHTS ROAD |
| City: | DANBURY |
| State/Country: | CONNECTICUT |
| Postal Code: | 06810 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Patent Number: | 7577578 |
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| NAME OF SUBMITTER: | PAMELA J. MORRIS |
| Signature: | /Pamela J. Morris/ |
| Date: | 12/18/2013 |
| Total Attachments: 2 source=7577578AssignmenttoIMSHealth#page1.tif source=7577578AssignmenttoIMSHealth#page2.tif | |

CH \$40.00 7577578

ASSIGNMENT

Whereas, IMS SOFTWARE SERVICES, LTD., (hereinafter "Assignor"), a corporation of Delaware having a place of business at 1007 Orange Street, Suite 1410, Nemours building, Wilmington, DE 19801, is the owner of, and otherwise possesses the rights to assign its interests in, the below-mentioned invention and improvements, and

Whereas IMS HEALTH INCORPORATED, (hereinafter "Assignee"), a corporation of Delaware having a place of business at 83 Wooster Heights Road, Danbury, CT 06810 desires to acquire the entire right, title and interest throughout the world in the inventions and improvements which are subject of:

1) an application for United States Patent entitled Method for Determining the Post-Launch Performance of a Product on a Market, filed December 5, 2001, assigned U.S. Serial Number 10/006,600, which issued on August 18, 2009 as U.S. Patent No. 7,577,578 B2;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned, transferred, and set over, and by these presents does hereby sell, assign, transfer, and set over to Assignee, its successors, legal representatives, and assigns, Assignor's entire right, title and interest in and to the above-mentioned inventions, patents, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, and in and to any and all reissues or extensions of said Letters Patent or Patents, and all rights, including the right to claim priority based on the filing date of said application, under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes, to publish cautionary notices reserving ownership of said inventions and all rights to register said Intellectual Property in appropriate registries the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives, and assigns to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made, together with (I) all causes of action (in law or equity) claims, demands, and any other rights for, or arising from, any past, present, or future infringement, of the Assigned Intellectual Property and (II) the right to sue for and collect any past, present, or future damages for the use and benefit of Assignee and Assignee's successors, assigns, designees, nominees, and other legal representatives,

AND for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives, and assigns, that Assignor will, whenever counsel of Assignee or counsel of its successors, legal representatives, and assigns shall advise that any proceeding in connection with said inventions, or said patents, or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, that any division, continuation, or continuation-in-part of any application for Letters Patent, or reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement, and defense of Letters

Patent for said inventions, without charge to Assignor, its successors, legal representatives, and assigns, but at the cost and expense of Assignee, its successors, legal representatives, and assigns,

AND Assignor hereby requests the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as the assignee of said inventions and the Letters Patent to be issued thereon for the sole use and benefit of Assignee, its successors, legal representatives, and assigns,

The undersigned hereby grants the firm of Fish & Richardson P.C. the power to insert on this Assignment any further identification which 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

Date December 13, 2013

Name:

Bob Ghosh
Bob Ghosh

Title:

VP, CHIEF IP COUNSEL

IMS SOFTWARE SERVICES, LTD.

STATE OF New Jersey
COUNTY OF Bergen

On this 13th day of December, 2013, personally before me came BOB GHOSH known to me, and known to me to be the person described in and who signed the annexed Assignment, and being duly sworn, acknowledged that they executed the same

TARCISIO NUNES
NOTARY PUBLIC OF NEW JERSEY
ID # 2373362
My Commission Expires 5/23/2016

Tarcisio Nunes
NOTARY PUBLIC

My Commission Expires 5/23/2016