

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2681418

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>GIRISH KESWANI</td> <td>09/23/2013</td> </tr> <tr> <td>JAMES D BAER</td> <td>01/14/2014</td> </tr> <tr> <td>KENNETH RUDIN</td> <td>07/28/2013</td> </tr> </tbody> </table>		Name	Execution Date	GIRISH KESWANI	09/23/2013	JAMES D BAER	01/14/2014	KENNETH RUDIN	07/28/2013
Name	Execution Date								
GIRISH KESWANI	09/23/2013								
JAMES D BAER	01/14/2014								
KENNETH RUDIN	07/28/2013								
RECEIVING PARTY DATA									
Name:	ZYNGA INC.								
Street Address:	699 EIGHTH STREET								
City:	SAN FRANCISCO								
State/Country:	CALIFORNIA								
Postal Code:	94103								
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>13748205</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13748205				
Property Type	Number								
Application Number:	13748205								
CORRESPONDENCE DATA									
Fax Number:									
Email:	request@slwip.com								
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>									
Correspondent Name:	SCHWEGMAN, LUNDBERG & WOESSNER, P.A.								
Address Line 1:	PO BOX 2938								
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402-0938								
ATTORNEY DOCKET NUMBER:	3291.140US1								
NAME OF SUBMITTER:	LESLIE J. ANTONSEN								
Signature:	/Leslie J. Antonsen/								
Date:	01/14/2014								

**Total Attachments: 16**

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RECORDATION FORM COVER SHEET  
PATENTS ONLY

Atty Ref/Docket No.: 3291.140US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Girish Keswani, Jim Baer, Kenneth Rudin

Additional name(s) of conveying party(ies) attached?

Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other

Execution Date: September 23, 2013, January 14, 2014,  
July 28, 2013

2. Name and address of receiving party(ies):

Name: Zynga Inc.

Street Address: 699 Eighth Street

City: San Francisco State: CA Zip: 94103

Country: United States of America

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

Serial No. 13/748,205

B. Patent No.(s)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jacques A. Looock

Address:

Swegman, Lundberg & Woessner, P.A.  
P.O. Box 2938  
Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 0.00

Enclosed

Authorized to be charged to deposit account 19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

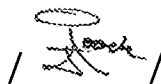
**DO NOT USE THIS SPACE**

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jacques A. Looock/Reg. No. 70,140

Name of Person Signing



Signature

January 14, 2014

Date

Total number of pages including cover sheet: 16

Mail documents to be recorded with required cover sheet information to:

**Commissioner of Patents and Trademarks**  
**Mail Stop Assignment Recordation Services**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**PATENT**  
**REEL: 031965 FRAME: 0698**

## ASSIGNMENT

WHEREAS, Girish Keswani, Jim Baer and Kenneth Rudin (hereinafter the "Undersigned") have made one or more inventions and other subject matter (hereinafter collectively referred to as the "Invention") which are described in a patent application filed on January 23, 2013, which application was assigned US patent application serial number 13/748,205, and which is titled METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES; which are described in a patent application filed on January 25, 2012, which application was assigned US application serial number 61/590,554, and which is titled METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES; which are described in a patent application filed on January 25, 2012, which application was assigned US application serial number 61/590,553, and which is titled TARGETED MARKETING BASED ON PAYER PREDICTION; which are described in a patent application filed on January 25, 2012, which application was assigned US application serial number 61/590,547, and which is titled PRIORITY SERVICE BASED ON PAYER PREDICTION.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency, and adequacy of which are hereby acknowledged by the Undersigned, the Undersigned do hereby irrevocably and unconditionally:

CONVEY, ASSIGN, AND TRANSFER to Zynga Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at 699 Eighth Street, San Francisco, CA 94103, the Undersigned's entire right, title, and interest for the United States and all foreign countries and jurisdictions in and to:

the Invention which is disclosed in the above-identified application or applications;

such application or applications, and all divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other applications for a patent or patents which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries and jurisdictions based in whole or in part on any of such Invention (including any application for a utility model or an innovation patent application);

all original and reissued patents which have been or shall be issued in the United States and all foreign countries and jurisdictions based in whole or in part on any of such Invention;

including the right to claim priority to the above-identified patent application or applications in relation to subject matter based in whole or in part on the above-identified patent application or applications and any of the foregoing including the right to file foreign applications under the provisions of any convention or treaty;

and including the right to all causes of action, remedies, and other enforcement rights related to the above-identified application or applications, including without limitation the right to sue for past, present, or future infringement, misappropriation, or violation of any and all rights related to the above-identified patent application or applications and any of the foregoing, including the right to obtain and collect damages for past, present, or future infringement;

**Assignment**

Assignors: Girish Keswani et al.

Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES

Page 2 of 5

Docket No: 3291.140US1

Client Ref. No. P1189US1

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such Invention to the Assignee;

AUTHORIZE AND REQUEST that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 107322 may (directly or through his/her designee) delete, insert, or alter any information related to the above-identified patent application or applications or any of the foregoing, after execution of this Assignment;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or shall be made to others by the Undersigned, and that the full right to convey the same as herein expressed is possessed by the Undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the Undersigned shall (1) execute all provisional, non-provisional, divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other patent applications for the Invention; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers for the Invention; (3) communicate to the Assignee all facts known to the Undersigned relating to the Invention and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for the Invention; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such Invention in the Assignee, or for securing, maintaining and enforcing proper patent protection for the Invention;

COVENANT, that should any provision of this agreement be held unenforceable by an authority of competent jurisdiction, such a ruling shall not affect the validity and enforceability of the remaining provisions. To the extent that any such provision is found to be unenforceable, the Undersigned, when requested and without compensation shall act in good faith to substitute for such provision a new provision with content and purpose as close as possible to the provision deemed unenforceable.

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives, and successors of the Undersigned, and is to extend to the benefit of the successors, assigns, and nominees of the Assignee.

AGREED as of the date of my signature below:

Assignment

Assignors: Girish Keswani et al.

Docket No: 3291.149US1

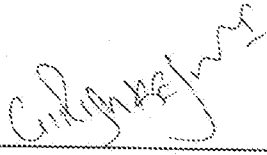
Client Ref. No. P1189US1

Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES

Page 3 of 3

Assignor:

(Signature):



Name: Girish Keswani

City/State: Santa Clara, CA

Date: September 23, 2013

**Assignment**

Assignors: Girish Keswani et al.

Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES

Page 4 of 5

Docket No: 3291.140US1

Client Ref. No. P1189US1

**Assignor:**

(Signature): \_\_\_\_\_

Name: Jim Baer

City/State: San Francisco, CA

Date: \_\_\_\_\_

**Assignment**

Assignors: Girish Keswani et al.

Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES

Page 5 of 5

Docket No: 3291.140US1

Client Ref. No. P1189US1

**Assignor:**

(Signature): \_\_\_\_\_

Name: Kenneth Rudin

City/State: Palo Alto, CA

Date: \_\_\_\_\_



## ASSIGNMENT

WHEREAS, Girish Keswani, Jim Baer and Kenneth Rudin (hereinafter the "Undersigned") have made one or more inventions and other subject matter (hereinafter collectively referred to as the "Invention") which are described in a patent application filed on January 23, 2013, which application was assigned US patent application serial number 13/748,205, and which is titled METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES; which are described in a patent application filed on January 25, 2012, which application was assigned US application serial number 61/590,554, and which is titled METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES; which are described in a patent application filed on January 25, 2012, which application was assigned US application serial number 61/590,553, and which is titled TARGETED MARKETING BASED ON PAYER PREDICTION; which are described in a patent application filed on January 25, 2012, which application was assigned US application serial number 61/590,547, and which is titled PRIORITY SERVICE BASED ON PAYER PREDICTION.

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Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES

Page 3 of 5

Docket No: 3291.140US1

Client Ref. No. P1189US1

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**Assignor:**

(Signature): \_\_\_\_\_

Name: Girish Keswani

City/State: Santa Clara, CA

Date: \_\_\_\_\_

**Assignment**

Assignors: Girish Keswani et al.

Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES

Page 4 of 5

Docket No: 3291.140US1

Client Ref. No. P1189US1

---

**Assignor:**

/ James D Baer /  
(Signature): \_\_\_\_\_

Name: Jim Baer

City/State: San Francisco, CA

Date: January 14, 2014

Assignment  
Assignors: Girish Keswani et al.  
Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES  
Page 5 of 5

Docket No: 3291.140US1  
Client Ref. No. P1189US1

Assignor:

(Signature): \_\_\_\_\_

Name: Kenneth Rudin

City/State: Palo Alto, CA

Date: \_\_\_\_\_

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Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES

Docket No: 3291.140US1

Client Ref. No. P1189US1

Page 3 of 5

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**Assignor:**

(Signature): \_\_\_\_\_

Name: Girish Keswani

City/State: Santa Clara, CA

Date: \_\_\_\_\_



**Assignment**

Assignors: Girish Keswani et al.

Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES

Page 4 of 5

Docket No: 3291.140US1

Client Ref. No. P1189US1

**Assignor:**

(Signature): \_\_\_\_\_

Name: Jim Baer

City/State: San Francisco, CA

Date: \_\_\_\_\_

**Assignment**

Assignors: Girish Keswani et al.

Docket No: 3291.140US1

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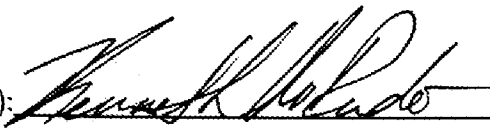
Title: METHOD TO DETECT AND SCORE USERS WHO ARE LIKELY TO MAKE PAYMENTS IN ONLINE SOCIAL GAMES

Page 5 of 5

---

**Assignor:**

(Signature):



Name: Kenneth Rudin

City/State: Palo Alto, CA

Date:

July 28, 2013