

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
YURI GALPERIN	01/28/2000
VLADIMIR FISHMAN	01/28/2000
RECEIVING PARTY DATA	
Name:	MARKETSWITCH CORPORATION
Street Address:	108 POWERS COURT
Internal Address:	SUITE 225
City:	STERLING
State/Country:	VIRGINIA
Postal Code:	20166
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	13620562
Patent Number:	8285577
CORRESPONDENCE DATA	
Fax Number:	(949)760-9502
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	(949) 760-0404
Email:	efiling@knobbe.com
Correspondent Name:	KNOBBE MARTENS OLSON & BEAR LLP
Address Line 1:	2040 MAIN STREET
Address Line 2:	14TH FLOOR
Address Line 4:	IRVINE, CALIFORNIA 92614
ATTORNEY DOCKET NUMBER:	EXP.045C4
NAME OF SUBMITTER:	TED M. CANNON
SIGNATURE:	/Ted M. Cannon/
DATE SIGNED:	03/28/2014
Total Attachments: 3	
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of Yuri Galperin, Vladimir Fishman and Leonid Gibiansky

Serial No.: 09/634,624

Group Art Unit:

Filed: 08/05/00

Examiner:

For: **Method for Optimizing Net Present Value of a Cross-Selling Marketing Campaign**

* * * * *

ASSIGNMENT Pursuant to 37 CFR § 3.56

* * * * *

I, Yuri Galperin, residing at 2636 Wild Cherry Place, Reston, VA, 20191, and I, Vladimir Fishman, residing at 339 Mountainside West, Farmington, CT, 06032, for good and valuable consideration, the sufficiency of which is hereby acknowledged, do hereby sell, assign and transfer unto Marketswitch Corp., a corporation organized under the laws of the State of **Delaware** and having its principal office at **108 Powers Court, Suite 225, Sterling, VA, 20166** (hereinafter "ASSIGNEE,"), the entire right, title and interest, together with all rights of priority, in and to my invention for a **Method for Optimizing Net Present Value of a Cross-Selling Marketing Campaign** as described and/or claimed in my application for Letters Patent of the United States of America, Serial No. **09/634,624** filed **08/05/00** as well as all foreign counterparts thereof together with all Letters Patent issuing on the aforesaid application for Letters Patent, the same to be held and enjoyed by ASSIGNEE, its successors, assigns or other legal representatives, to the full ends of the terms of all said Letters Patent therefore which may be granted.

I HEREBY AUTHORIZE ASSIGNEE to make application for and to receive Letters Patent for said invention in any foreign countries in its own name, or in my name, at its election.

AND I HEREBY COVENANT AND AGREE that I will execute or procure any further necessary assurance of title to said invention and any Letters Patent which may issue therefor and that I will, at any time, upon the request and at the expense of ASSIGNEE deliver any testimony in any legal proceedings and execute all papers that may be necessary or desirable to perfect the title to said invention or any Letters Patent which may be granted therefor in ASSIGNEE, its successors, assigns, or other legal representatives, and that I will, at any time, upon the request and at the expense of the ASSIGNEE execute any continuations, divisions, reissues, or any other additional applications for Letters Patent for said invention or any part or parts thereof, all of which applications and any Letters Patent issuing thereof are hereby assigned to ASSIGNEE, and will make all rightful oaths, and do all lawful acts requisite for procuring the same therein, without further compensation, but at the expense of ASSIGNEE, its successors, assigns or other legal representatives.

AND I HEREBY AUTHORIZE AND REQUEST the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States for said invention, resulting from any of the aforesaid application to assignee.

WITNESS MY HAND and seal this 28th of January, 2000.

Yuri Galperin
Yuri Galperin

STATE OF Virginia

COUNTY OF London

On this 28th day of Jan, 2000 personally appeared before me **Yuri Galperin** to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Barbara H. Buel
Notary Public

My commission expires: 9/30/2001

WITNESS MY HAND and seal this 28th of January, 2000.

Vladimir Fishman
Vladimir Fishman

STATE OF Virginia

COUNTY OF London

On this 28th day of Jan 2000 personally appeared before me **Vladimir Fishman** to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same of his own free will and for the purposes set forth.

Barbara F. Buel
Notary Public

My commission expires: 9/30/2001