

# PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT2844402

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
BARTOW WYATT	04/24/2014
MARK SCIFRES	04/24/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	PAVLOV MEDIA, INC.
<b>Street Address:</b>	206 RANDOLPH STREET
<b>Internal Address:</b>	SUITE 200
<b>City:</b>	CHAMPAIGN
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	61820
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14192378
<b>CORRESPONDENCE DATA</b>	
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<b>Phone:</b>	650 326 4350
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<b>Correspondent Name:</b>	LAW OFFICES OF JAMES E. EAKIN, APC
<b>Address Line 1:</b>	P.O. BOX 1250
<b>Address Line 4:</b>	MENLO PARK, CALIFORNIA 94026
<b>ATTORNEY DOCKET NUMBER:</b>	PV_004U
<b>NAME OF SUBMITTER:</b>	JAMES E. EAKIN
<b>SIGNATURE:</b>	/James E. Eakin/
<b>DATE SIGNED:</b>	05/06/2014
<b>Total Attachments: 3</b>	
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Please return signed/recorded to:  
Law Offices of James E. Eakin, APC  
P.O. Box 1250  
Menlo Park, CA 94026

PV\_004U  
For USA origin invention

Atty. Dkt. PV\_004U

**ASSIGNMENT  
OF  
PATENT APPLICATION**

**For Sole or Joint  
Inventors**

WHEREAS, the undersigned inventor(s), namely:

INSERT	(1) Bartow Wyatt	(2) Mark Scifres
NAME(S) OF	(3)	(4)
INVENTOR(S)	(5)	(6)

(hereinafter collectively ASSIGNOR)

☐ is/are about to file a Utility Patent Application in the U.S. Patent and Trademark Office;

☒ filed a Utility Patent Application in the U.S. Patent and Trademark Office on **2/27/2014**  
Application No. **14/192,378**

**ENTITLED GEOGRAPHICAL DATA STORAGE ASSIGNMENT BASED ON ONTOLOGICAL RELEVANCY**

AND WHEREAS Pavlov Media, Inc. (hereinafter ASSIGNEE)

duly organized and existing under the laws of the State of California and having its principal office  
and place of business at 206 N. Randolph Street, Suite 200, Champaign IL 61820  
desires to acquire an interest therein;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR, does hereby sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest, in the United States and all foreign countries, to each invention as described in the aforesaid application, and to the said application and to all subsequent applications based thereon including any and all continuations, divisions, reissues and substitutes of such subsequent applications, together with the right or priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres. ASSIGNOR hereby authorizes and requests the Commissioner of Patent and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue, all Patents for said invention to the said ASSIGNEE, its successors, assigns and legal representatives, in accordance with this instrument.

AND ASSIGNOR hereby covenants that ASSIGNOR has the full right to convey the entire interest herein assigned, and that ASSIGNOR has not executed, and will not execute, any agreement in conflict therewith.

AND ASSIGNOR hereby further covenants and agrees that ASSIGNOR will communicate to the said ASSIGNEE, its successors, assigns and legal representatives, any facts known to ASSIGNOR respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, assigns and legal representatives to obtain and enforce proper patent protection for said invention in all countries.

**NOTE:** The undersigned hereby authorizes Law Offices of James E. Eakin, APC of the above address to insert hereon any further identification necessary or desirable for recordation of this document.

INVENTOR(S)

1) Signature Bartow Wyatt

Name: **Bartow Wyatt**

Date Signed: 4/29/14

**Certificate of Acknowledgment**

State of Illinois )

County of CHAMPAIGN )

On 4/29/2014, 2014, before me, Pamela R. Swisher Notary Public personally appeared  
Name and Title of Officer

Bartow Wyatt, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Illinois that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



(Notary Seal)

Signature

Signature of Notary Public

INVENTOR(S)

2) Signature Mark ScifresName: **Mark Scifres**Date Signed: 4/24/2014

## Certificate of Acknowledgment

State of Illinois )County of CHAMPAIGN )

On April 24, 2014, before me, Pamela Swisher Notary Public personally appeared  
 Name and Title of Officer

MARK SCIFRES, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Illinois that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



(Notary Seal)

Signature

Signature of Notary Public