

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2928405

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
RYAN A. ROSSI	07/07/2014
RONG ZHOU	07/07/2014
RECEIVING PARTY DATA	
Name:	PALO ALTO RESEARCH CENTER INCORPORATED
Street Address:	3333 COYOTE HILL ROAD
City:	PALO ALTO
State/Country:	CALIFORNIA
Postal Code:	94304
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14325429
CORRESPONDENCE DATA	
Fax Number:	(216)363-9001
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	216-363-9000
Email:	kforsyth@FAYSHARPE.COM
Correspondent Name:	FAY SHARPE LLP / XEROX - PARC
Address Line 1:	1228 EUCLID AVENUE, 5TH FLOOR
Address Line 2:	THE HALLE BUILDING
Address Line 4:	CLEVELAND, OHIO 44115
ATTORNEY DOCKET NUMBER:	20131754US01-XER3135US01
NAME OF SUBMITTER:	MARK S. SVAT
SIGNATURE:	/Mark S. Svat/
DATE SIGNED:	07/08/2014
Total Attachments: 1	
source=Assignment#page1.tif	

ASSIGNMENT

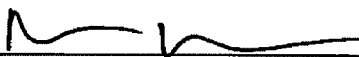
The undersigned is/are the named inventor(s) (the "Inventor(s)") on a United States patent application entitled PARALLEL COLLECTIVE MATRIX FACTORIZATION FRAMEWORK FOR BIG DATA (the "Application") for inventions disclosed or claimed therein (the "Invention(s)"), which Application:

- ☒ is being executed concurrently herewith,
☐ was first executed on _____
☐ was filed on _____ as Application Number _____
☐ claims the benefit of U.S. Provisional Application(s) No(s). _____ filed _____.

Palo Alto Research Center Incorporated, a Delaware Corporation, on behalf of itself, its successors and assigns, and its legal representatives ("PARC"), is entitled to all rights in the Application and the Invention(s), and the full cooperation of the Inventor(s).

For valuable consideration, the receipt of which is hereby acknowledged, the Inventor(s) hereby sell(s), assign(s), and transfer(s) to PARC the entire and exclusive right, title and interest in the Application and the Invention(s), in and for the United States, its territories, and all foreign countries, including all applications, patents, design registrations and publications obtained or derived therefrom, world wide, and all priority rights under all present or future conventions and treaties, and any provisional applications for which priority is claimed in the Application; and

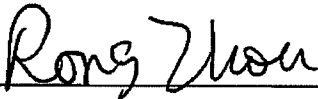
- (1) request the U.S. Commissioner of Patents to issue all U.S. Letters Patent granted thereon to PARC;
- (2) agree that PARC may apply for and receive all foreign Letters Patent thereon;
- (3) agree to execute all papers and take all actions necessary or desirable in connection therewith requested by PARC; and
- (4) authorize PARC to subsequently enter the Application Number on this Assignment, if not already entered above.



Ryan A. Rossi

7-7-2014

DATE



Rong Zhou

7-7-2014

DATE