

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2958832

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PAUL JENSEN	09/19/2013
DANIEL THOMAS WARD	09/15/2013
MARTIN SCHINK	10/02/2013
LEANDER CARELL	10/07/2013
RECEIVING PARTY DATA	
Name:	UNITED VIDEO PROPERTIES, INC.
Street Address:	2830 DE LA CRUZ BOULEVARD
City:	SANTA CLARA
State/Country:	CALIFORNIA
Postal Code:	95050
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14329656
CORRESPONDENCE DATA	
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<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>	
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Email:	lorraine.quiles@ropesgray.com
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ATTORNEY DOCKET NUMBER:	003597-0910-101
NAME OF SUBMITTER:	LORRAINE QUILES
SIGNATURE:	/Lorraine Quiles/
DATE SIGNED:	07/29/2014
Total Attachments: 8	
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A S S I G N M E N T

Whereas we,

- 1) Paul Jensen;
- 2) Daniel Thomas Ward
- 3) Martin Schink; and
- 4) Leander Carell

residing, respectively at:

- 1) 311 Stanford Avenue
Menlo Park, California 94025
- 2) 4455 Gable Drive
Encino, California 91316
- 3) Kurfurstenstrasse 17a
Aachen, Germany 52066
- 4) Meisenweg 5a
Halle, Germany 06110

have made an invention in:

SYSTEMS AND METHODS FOR GENERATING MEDIA ASSET REPRESENTATIONS
BASED ON USER EMOTIONAL RESPONSES

and are about to make application for United States Letters Patent therefor, the same having been executed by each of us on even date or dates herewith; and

WHEREAS, UNITED VIDEO PROPERTIES, INC., a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 2830 De La Cruz Boulevard, Santa Clara, CA 95050, is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to each of us

paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each of us hereby sells, assigns and transfers unto the said UNITED VIDEO PROPERTIES, INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and each of us hereby authorizes and requests competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES, INC. as the assignee of the entire interest therein; and each of us further agrees to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

As the inventor, we declare as follows:

The above-identified application was made or authorized to be made by us. We believe that we are the original inventors or original joint inventors of a claimed invention in the application. We hereby acknowledge that any willful false statement made in the declaration set forth in

this paragraph is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date indicated hereinafter.

Date: 19 Sep 13



Paul Jensen

Date: _____

Daniel Thomas Ward

Date: _____

Martin Schink

Date: _____

Leander Carell

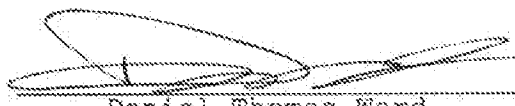
this paragraph is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date indicated hereinafter.

Date: _____

Paul Jensen

Date: 9/15/2013



Daniel Thomas Ward

Date: _____

Martin Schink

Date: _____

Leander Carell

this paragraph is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date indicated hereinafter.

Date: _____ Paul Jensen

Date: _____ Daniel Thomas Ward

Date: 02.10.2013 M. Schink
Martin Schink

Date: _____ Leander Carell

A S S I G N M E N T

Whereas we,

- 1) Paul Jensen;
- 2) Daniel Thomas Ward
- 3) Martin Schink; and
- 4) Leander Carell

residing, respectively at:

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paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each of us hereby sells, assigns and transfers unto the said UNITED VIDEO PROPERTIES, INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and each of us hereby authorizes and requests competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES, INC. as the assignee of the entire interest therein; and each of us further agrees to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

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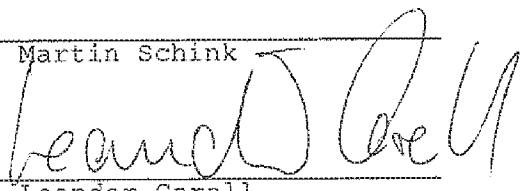
this paragraph is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date indicated hereinafter.

Date: _____
Paul Jensen

Date: _____
Daniel Thomas Ward

Date: _____
Martin Schink

Date: 7 Oct. 2013

Leander Carell