

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3011691

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TERRY TALLEY	09/03/2014
DEREK LEONARD	09/03/2014
ADAM ZIMMERMAN	09/03/2014
RECEIVING PARTY DATA	
Name:	ACXIOM CORPORATION
Street Address:	601 E. 3RD ST.
City:	LITTLE ROCK
State/Country:	ARKANSAS
Postal Code:	72201
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14479051
CORRESPONDENCE DATA	
Fax Number:	(501)376-9442
<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:	(501) 371-0808
Email:	jdougherty@wlj.com
Correspondent Name:	J. CHARLES DOUGHERTY
Address Line 1:	200 W. CAPITOL AVE., SUITE 2300
Address Line 4:	LITTLE ROCK, ARKANSAS 72201
NAME OF SUBMITTER:	J. CHARLES DOUGHERTY
SIGNATURE:	/chuck dougherty/
DATE SIGNED:	09/05/2014
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 6	
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PATENT	

DECLARATION AND ASSIGNMENT

As a below named inventor, I hereby declare that:

This declaration is directed to the attached application, as follows:

Title: Apparatus and Method to Increase Accuracy in Individual Attributes
Derived from Anonymous Aggregate Data

Inventors: Terry Talley
Derek Leonard
Adam Zimmerman

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application, including the claims.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations §1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. §1001 by fine or imprisonment of not more than five (5) years, or both.

WHEREAS, I, Terry Talley, of Conway, AR ("Assignor"), together with Derek Leonard, of Conway, AR; and Adam Zimmerman, of Conway, AR, have invented certain new and useful improvements in an invention entitled "Apparatus and Method to Increase Accuracy in Individual Attributes Derived from Anonymous Aggregate Data," set forth in a United States patent application with that same title and being filed herewith;

WHEREAS, Acxiom Corporation, a Delaware corporation, having an office and place of business at 601 E. Third St., Little Rock, AR 72201 ("Assignee") is desirous of acquiring the entire right, title and interest in said invention, in said applications, and in any Letters Patent or Patents, United States or foreign, to be obtained therefrom;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above mentioned invention, application, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, including all rights to claim priority, and in and to any and all divisions, continuations, and continuations-in-part of said applications, or reissues or re-examinations of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit, and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

And for the same consideration, Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be entered into which would conflict with this assignment.

And for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will, whenever counsel of Assignee, or the counsel of its successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, but at the cost and expense of Assignee, its successors, legal representatives and assigns.

SIGNED this 3rd day of September, 2014.


Terry Talley

ACKNOWLEDGMENT

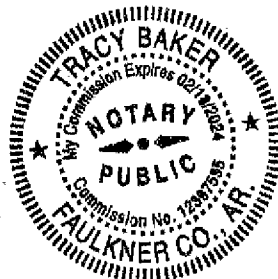
STATE OF Arkansas)
)ss
COUNTY OF Faulkner)

On this 3 day of Sept., in the year 2014, before me, Tracy Baker, a Notary Public in and for the State of Arkansas, personally appeared Terry Talley, personally known to me/or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he/she executed the same.

In witness whereof, I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

My commission expires:

2/18/24




Notary Public

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As a below named inventor, I hereby declare that:

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NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above mentioned invention, application, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, including all rights to claim priority, and in and to any and all divisions, continuations, and continuations-in-part of said applications, or reissues or re-examinations of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit, and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

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And for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will, whenever counsel of Assignee, or the counsel of its successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, but at the cost and expense of Assignee, its successors, legal representatives and assigns.

SIGNED this 3rd day of September, 2014.


Derek Leonard

ACKNOWLEDGMENT

STATE OF Arkansas)
)ss
COUNTY OF Faulkner)

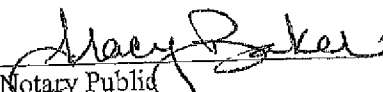
On this 3 day of Sept., in the year 2014, before me, Tracy Baker, a Notary Public in and for the State of Arkansas personally appeared Derek Leonard, personally known to me/or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he/she executed the same.

In witness whereof, I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

My commission expires:

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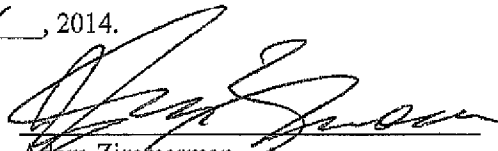
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SIGNED this 3rd day of September, 2014.


Adam Zimmerman

ACKNOWLEDGMENT

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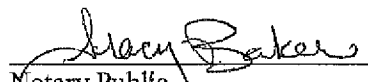
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