

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT3017240

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MOSHE BERCOVICH	10/29/2012
	ALEXANDER KENIS	10/27/2012
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PROPERTY NUMBERS Total: 2		
	Property Type	Number
	Application Number:	14301141
	Patent Number:	8805124
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NAME OF SUBMITTER:	XIN WEN	
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DATE SIGNED:	09/10/2014	
Total Attachments: 2		
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source=SF128_assignment#page2.tif		

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, INVENTOR(S) Moshe Bercovich of Haifa, Israel, Alexander Kenis of Kiryat Motzkin, Israel, and Eran Cohen of Haifa, Israel, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: SYSTEM AND METHOD FOR AUTOMATICALLY CREATING A PHOTO CALENDAR

Filing Date: Herewith

Application No.: ; and

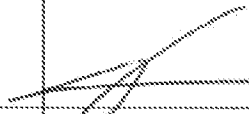
WHEREAS, Shutterfly Inc., a Delaware corporation located at 2800 Bridge Parkway, Suite 101, Redwood City, CA 94065, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same:

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

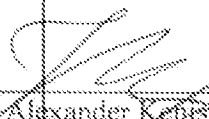
Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.


Dated: 21.10.2012


Eran Cohen

Dated: 17.10.2012


Alexander Kepes

Dated: 29/10/12


Moshe Bercovich