

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
OLAF SCHMIDT	09/29/2014
RECEIVING PARTY DATA	
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14499975
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NAME OF SUBMITTER:	CANDICE R. ROCKETT
SIGNATURE:	/Candice R. Rockett/
DATE SIGNED:	09/29/2014
Total Attachments: 1	
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ASSIGNMENT

For valuable consideration, I, Olaf Schmidt, hereby assign to SAP SE, a corporation of Europe, having a place of business at Dietmar-Hopp-Allee 16, D-69190 Walldorf, GERMANY, and its successors, and assigns (collectively, "the ASSIGNEE") my entire right, title and interest throughout the world in the inventions and improvements in a patent document entitled

FRAMEWORK FOR GEOLOCATION-BASED CUSTOMER-TO-PRODUCT MATCHING HOSTED IN A CLOUD-COMPUTING ENVIRONMENT

which is found in the

U.S. patent application filed on September 29, 2014

under Application No. 14/499,975

I authorize and request the attorneys of record or the attorney filing the application to insert into this assignment the filing date and serial number of the application when known.

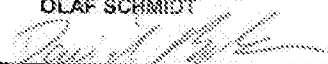
This assignment includes the foregoing patent application or patent, as well as continuations and divisionals of said application, all legal equivalents in any country, and all patents issuing from such legal equivalents; all patents, utility models, and design registrations granted by any jurisdiction for any of said inventions and improvements; and the right to claim priority based on the filing date of the foregoing patent application or patent under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. I authorize the Assignee to apply in all countries in my name or in its own name for patents, utility models, and design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with this assignment.

I hereby state and agree that no assignment, sale, agreement, or encumbrance has been or will be made or entered into that would conflict with this assignment.

I further agree for myself and my heirs, legal representatives, and assigns to provide to the Assignee promptly upon its request and at its expense all pertinent facts and documents relating to any of said inventions and improvements or said patents and legal equivalents as may be known and accessible to me and to testify as to the same in any interference, litigation, or proceeding relating thereto; and I agree promptly to perform such lawful acts and to sign such further applications, assignments, statements, and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Inventor's Signature 
OLAF SCHMIDT

Witnessed by: 
Signature
DANIEL BRINKMANN
Print Name

09/29/14
Date