

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SHAILESH KUMAR SHIVAKUMAR	07/11/2014
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<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14489410
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<b>NAME OF SUBMITTER:</b>	GREGORY L. MAURER
<b>SIGNATURE:</b>	/Gregory L. Maurer/
<b>DATE SIGNED:</b>	10/09/2014
<b>Total Attachments: 1</b>	
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**ASSIGNMENT**

I, SHAILESH KUMAR SHIVAKUMAR ("ASSIGNOR"), have invented subject matter ("INVENTION"), disclosed and/or claimed in the following patent application(s) ("APPLICATIONS"):

U.S. Patent Application entitled METHOD AND SYSTEM FOR PRESENTING PERSONALIZED CONTENT having U.S. Patent Application No.

14/489,410, filed on September 17, 2014 and

India Patent Application No. 4213/CHE/2013 filed on 19-Sep-13;

ASSIGNOR hereby authorizes and requests ASSIGNEE'S legal representatives of Klarquist Sparkman, LLP, 121 S.W. Salmon Street, Suite 1600, Portland, OR 97204 USA, who are associated with customer number 24197, to insert the application numbers and filing dates above when known;

Infosys Limited, a company organized under the laws of the country of India, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to and is desirous of acquiring the entire and exclusive rights, title, and interest in the INVENTION, the APPLICATIONS, and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES");

For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns, and transfers to the ASSIGNEE, the entire and exclusive rights, title, and interest in the INVENTION, the APPLICATIONS, and APPLICATION DERIVATIVES, including foreign priority rights;

ASSIGNOR agrees to sign any documents required for the prosecution of the APPLICATIONS and APPLICATION DERIVATIVES, for litigation regarding letters patent derived therefrom, and for protecting and perfecting title to the APPLICATIONS and APPLICATION DERIVATIVES.

<u>Shailesh Kumar S</u> Inventor's Signature SHAILESH KUMAR SHIVAKUMAR	<u>11-JULY-2014</u> Date Signed
<u>T.P. Chaitra</u> Witness Signature T.P. CHAITRA	<u>11-JULY-2014</u> Date Signed
Witness Name (print)	