

## 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>
MARIA FERNANDA DIAZ-ARSCOTT	10/23/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ORACLE INTERNATIONAL CORPORATION
<b>Street Address:</b>	500 ORACLE PARKWAY
<b>Internal Address:</b>	MAIL STOP 50P7
<b>City:</b>	REDWOOD SHORES
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94065
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14040565
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(408)877-1662
<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>	
<b>Phone:</b>	408-321-8663
<b>Email:</b>	ev@viplawgroup.com
<b>Correspondent Name:</b>	PETER C. MEI
<b>Address Line 1:</b>	VISTA IP LAW GROUP, LLP
<b>Address Line 2:</b>	2160 LUNDY AVENUE, SUITE 230
<b>Address Line 4:</b>	SAN JOSE, CALIFORNIA 95131
<b>ATTORNEY DOCKET NUMBER:</b>	ORA130322-US-NP
<b>NAME OF SUBMITTER:</b>	PETER C. MEI
<b>SIGNATURE:</b>	/Peter C. Mei/
<b>DATE SIGNED:</b>	10/23/2014
<b>Total Attachments: 2</b>	
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**ASSIGNMENT OF PATENT APPLICATION**

WHEREAS, I, **Maria Fernanda DIAZ-ARSCOTT**, a citizen of the **United States of America** (hereinafter referred to as “ASSIGNOR”), has invented a certain invention entitled **METHOD AND SYSTEM FOR IMPLEMENTING A CLOUD-BASED SOCIAL MEDIA MARKETING METHOD AND SYSTEM**, for which Utility Application for Letters Patent of the United States of America was filed on **September 27, 2013**, and given Application Serial Number **14/040,565**, and

WHEREAS, **Oracle International Corporation**, a corporation of **California**, and having its principal place of business at **500 Oracle Parkway, Mail Stop 50P7, Redwood Shores, CA 94065** (hereinafter referred to as “ASSIGNEE”), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any provisional from which priority is claimed, continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention or treaties; and ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty

it is to issue patents or any legal equivalent thereof, to issue said patents to ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

10/23/2014  
Date

  
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Maria Fernanda DIAZ-ARSCOTT