

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3084467

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BUDDY MEDIA, LLC	10/28/2014
RECEIVING PARTY DATA	
Name:	salesforce.com, inc.
Street Address:	The Landmark @ One Market Street
Internal Address:	Suite 300
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94105
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13729509
CORRESPONDENCE DATA	
Fax Number:	(510)663-0920
<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:	(510) 663-1100
Email:	harmstrong@wavsip.com
Correspondent Name:	WEAVER AUSTIN VILLENEUVE & SAMPSON, LLP
Address Line 1:	555 12TH STREET
Address Line 2:	SUITE 1700
Address Line 4:	OAKLAND, CALIFORNIA 94607
ATTORNEY DOCKET NUMBER:	SLFCP087/570US
NAME OF SUBMITTER:	JOHN F. GRIFFITH
SIGNATURE:	/John F. Griffith/
DATE SIGNED:	10/28/2014
Total Attachments: 1	
source=Assignment_Buddy Media LLC to SLFC_Executed#page1.tif	

ASSIGNMENT OF PATENT RIGHTS

Whereas Buddy Media, LLC, a Delaware corporation having a place of business at The Landmark @ One Market Street, Suite 300, San Francisco, CA 94105 ("ASSIGNOR") and salesforce.com, inc., a Delaware corporation having a place of business at The Landmark @ One Market Street, Suite 300, San Francisco, CA 94105, ("ASSIGNEE") have agreed that ASSIGNEE shall acquire from ASSIGNOR the following patents and/or patent applications ("PATENT PROPERTIES"):


<u>Patent No.</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Issue Date</u>
N/A	13/729,509	12/28/2012	N/A

Therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, the owner of the entire right, title, and interest in the PATENT PROPERTIES, hereby sells, assigns, transfers and conveys to ASSIGNEE, its designees, successors, assigns and legal representatives, the entire right, title and interest in the PATENT PROPERTIES and all divisions, continuations, reissues and reexaminations thereof, the inventions disclosed therein ("INVENTIONS"), and all rights to claim priority from the PATENT PROPERTIES, and to all applications for patent that may be filed for the INVENTIONS in any foreign country, and all patents that may be granted on the INVENTIONS in any foreign country, and all extensions, renewals, and reissues thereof; and the right to recover and to bring proceedings to recover damages and/or obtain other remedies for infringement for patent infringement whether committed before or after the date of this Assignment; each and every of the foregoing rights, titles and interests herein assigned shall be held and enjoyed by ASSIGNEE, its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

IN TESTIMONY WHEREOF, Assignor has caused this Assignment to be duly executed in its name and behalf by its designated officer, director, or agent, whose name and title appear below.

Executed at San Francisco, California this 28th day of October, 2014, the effective date of this Assignment.

Buddy Media, LLC


Signature

Name: Amy Weaver

Title: President