

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SANDIPKUMAR V. SHAH	10/30/2014
RECEIVING PARTY DATA	
Name:	UNITED VIDEO PROPERTIES, INC.
Street Address:	2830 DE LA CRUZ BOULEVARD
City:	SANTA CLARA
State/Country:	CALIFORNIA
Postal Code:	95050
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14529643
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NAME OF SUBMITTER:	ANDREA SILVERMAN
SIGNATURE:	/Andrea Silverman/
DATE SIGNED:	10/31/2014
Total Attachments: 2	
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A S S I G N M E N T

Whereas I, Sandipkumar V. Shah;

residing at: 3217 Terra Cotta Drive
 San Jose, California 95135

have made an invention in:

SYSTEMS AND METHODS FOR GENERATING A UNIQUE
FINGERPRINT AGGREGATING SET OF UNIQUE
TRACKING IDENTIFIERS THROUGHOUT REQUEST/RESPONSE PROCESSING

and am about to make application for United States Letters
Patent therefor, the same having been executed by me on even
date herewith; and

WHEREAS, UNITED VIDEO PROPERTIES, INC., a corporation
organized and existing under the laws of the State of Delaware
and having an office and place of business at 2830 De La Cruz
Boulevard, Santa Clara, CA 95050, is desirous of acquiring the
entire interest in said invention, said United States patent
application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in
consideration of the sum of One Dollar (\$1.00) to me paid, and
other good and valuable consideration, the receipt and
sufficiency of which is hereby acknowledged, I hereby sell,
assign and transfer unto the said UNITED VIDEO PROPERTIES, INC.,
its successors, assigns and legal representatives, all right,
title and interest in and to said invention and any improvements
thereon for all countries of the world, and in and to said
United States patent application, including any continuations,
continuations in part, and divisions thereof, and any substitute
applications therefor, and any patents which may issue thereon,
and any reissues of the same, and including the right to claim
priority under the International Convention based on said patent
application; and all right, title and interest in and to every

patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and I hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES, INC. as the assignee of the entire interest therein; and I further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

As the inventor, I declare as follows:

The above-identified application was made or authorized to be made by me. I believe that I am the original inventor or an original joint inventor of a claimed invention in the application. I hereby acknowledge that any willful false statement made in the declaration set forth in this paragraph is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN TESTIMONY WHEREOF, I have hereunto signed my name on the date indicated hereinafter.

10/30/2014

Date:

Sandipkumar V Shah

Sandipkumar V. Shah