

## PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT3224491

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MIHIR MEHTA	03/15/2010
SRINIVASA RAGHAVAN AMBIKAPATHY	03/15/2010
MONICA SWAMIRAJ	03/15/2010
KUMARESAN MANICKAVELU	03/15/2010
HARISHANKAR NAGARAJAN	03/15/2010
BADRINARAYANAN RAMASWAMI	03/15/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	EBAY INC.
<b>Street Address:</b>	2145 HAMILTON AVENUE
<b>City:</b>	SAN JOSE
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95125
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	8635121
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>Email:</b>	request@slwip.com
<b>Correspondent Name:</b>	SCHWEGMAN LUNDBERG & WOESSNER, P.A.
<b>Address Line 1:</b>	121 SOUTH 8TH STREET
<b>Address Line 2:</b>	1600 TCF TOWER
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55402
<b>ATTORNEY DOCKET NUMBER:</b>	2043.755US2
<b>NAME OF SUBMITTER:</b>	MORGAN SPRATTLER
<b>SIGNATURE:</b>	/Morgan Sprattler/
<b>DATE SIGNED:</b>	02/12/2015
<b>Total Attachments: 7</b>	

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## ASSIGNMENT

WHEREAS, We, Mihir Mehta, residing at Ceebros Orchid, Block 2, 1G, New No. 263, Velachery Main Road, Velachery, Chennai, Tamil Nadu 600042, India, and Srinivasa Raghavan Ambikapathy, residing at No. 31, Jambukeshwarar Nagar,, Thiruvanaikoil, Tiruchirapalli, Tamil Nadu 620005, India, and Monica Swamiraj, residing at No. 14, Adithanar Street, Grandhi Nagar, Avadi, Chennai, Tamil Nadu 600054, India, and Kumaresan Manickavelu, residing at #3, Gol Market, Goal Ghar, Port Blair, Andaman 744101, India, and Harishankar Nagarajan, residing at G1, Guru Sriram Apartment, No. 5, Bharat Avenue, Chitlapakkam, Selaiyur Post, Chennai, Tamil Nadu 600073, India, and Badrinarayanan Ramaswami, residing at No. 80, Voltas Colony, Lakshmi Nagar 4th Stage, Nanganallur, Chennai, Tamil Nadu 600061, India, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent entitled USER SEGMENTATION FOR LISTINGS IN ONLINE PUBLICATIONS;

WHEREAS, We hereby authorize and request the attorneys, representing eBay Inc. on this application, at Schwegman, Lundberg & Woessner, P.A., located at 121 South Eighth Street, Suite 1600, Minneapolis, MN 55402, to insert here in parentheses (Ser. No. 12/752,022 ; Filing Date: Mar. 31, 2010) the filing date and application number of said application when known.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, ASSIGN AND TRANSFER to eBay Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at 2145 Hamilton Avenue, San Jose, CA 95125, the entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 49845 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

**Additional Application Information**

*No Provisional claim for priority is being made at this time.*

*No U.S. Non-Provisional claim for priority is being made at this time.*

*No International or foreign claim for priority is being made at this time.*

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and/or property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

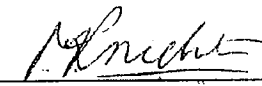
COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such improvements in the Assignee, or for securing, maintaining and enforcing proper patent protection for such improvements;

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned, and is to extend to the benefit of the successors, assigns and nominees of the Assignee.

AGREED as of the date of my signature below:

Inventor: 1:

(Signature):



Name: Mihir Mehta

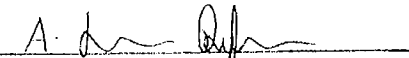
Date: March 15<sup>th</sup> 2010

Assignment  
Client Ref. No. P948US1  
Assignors: Mihir Mehta et al.  
Title: USER SEGMENTATION FOR LISTINGS IN ONLINE PUBLICATIONS  
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Docket No: 2043.755US1

**Inventor: 2:**

(Signature):   
Name: Srinivasa Raghavan Ambikapathy

Date: March 15<sup>th</sup> 2010

Assignment  
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Docket No: 2043.755US1

**Inventor: 3:**

(Signature): Monica  
Name: Monica Swamiraj

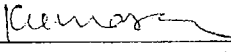
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Docket No. 2043.755US1

**Inventor: 4:**

(Signature): 


Name: Kumaresan Manickavelu

Date: 15-March-2010.

Assignment  
Client Ref. No. P948US1  
Assignors: Mihir Mehta et al.  
Title: USER SEGMENTATION FOR LISTINGS IN ONLINE PUBLICATIONS  
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**Inventor: 5:**

(Signature):   
Name: Harishankar Nagarajan

Date: 15-03-2010



Assignment  
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Assignors: Mihir Mehta et al.  
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Docket No: 2043.755US1

Inventor: 6:

(Signature): R. Bly  
Name: **Badrinarayanan Ramaswami**

Date: March 15<sup>th</sup> 2010