

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3428262

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MURALI ARAVAMUDAN	07/24/2007
KAJAMALAI G. RAMAKRISHNAN	07/24/2007
RAKESH BARVE	07/20/2007
SASHIKUMAR VENKATARAMAN	07/24/2007
AJIT RAJASEKHARAN	07/20/2007
RECEIVING PARTY DATA	
Name:	VEVEO, INC.
Street Address:	40 SHATTUCK ROAD
Internal Address:	SUITE 303
City:	ANDOVER
State/Country:	MASSACHUSETTS
Postal Code:	01810
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14793074
CORRESPONDENCE DATA	
Fax Number:	(617)235-9492
<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:	212-596-9000
Email:	liseann.ruggeri-kalil@ropesgray.com
Correspondent Name:	ROPES & GRAY LLP
Address Line 1:	PATENT DOCKETING 39/361
Address Line 2:	1211 AVENUE OF THE AMERICAS
Address Line 4:	NEW YORK, NEW YORK 10036-8704
ATTORNEY DOCKET NUMBER:	003597-1201-108
NAME OF SUBMITTER:	LISE ANN RUGGERI-KALIL
SIGNATURE:	/Lise Ann Ruggeri-Kalil/
DATE SIGNED:	07/07/2015

Total Attachments: 5

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ASSIGNMENT

WHEREAS, we, **Murali Aravamudan**, a citizen of the United States of America, residing at 3 Squire Armour Road, Windham, New Hampshire 03087; **Kajamalai Ramakrishnan**, a citizen of India, residing at 29 Cadogan Way, Nashua, New Hampshire 03062; **Rakesh Barve**, a citizen of India, residing at 204 LaHacienda 2, Papanna Street, Bangalore, India 560001; **Sashikumar Venkataraman**, a citizen of India, residing at #2, Bel Air, Brookefields, Kundanahalli, Bangalore, India 560037; and **Ajit Rajasekharan**, a citizen of the United States of America, residing at 5 Le Parc Court, West Windsor, New Jersey 08550, are the inventors of certain new and useful inventions and discoveries, entitled "User Interface Methods and Systems for Selecting and Presenting Content Based on User Navigation and Selection Actions Associated With the content" also identified as Attorney Docket Number 0290672.140US2, the specification of which was filed with the United States Patent and Trademark Office as a non-provisional patent application on April 20, 2007 and has been assigned Application No. 11/738,101.

WHEREAS, **Veveo Inc.**, whose address is 40 Shattuck Road, Suite 303, Andover, Massachusetts 01810, together with its successors and assigns is hereinafter called "ASSIGNEE," is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited.

NOW, THEREFORE, for and in consideration of good and valuable consideration furnished by ASSIGNEE to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservations:

1. Assign, transfer, and convey to ASSIGNEE the entire right, title, and interest in and to said inventions and discoveries, said application for Letters Patent, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation, continuation-in-part, and convention applications based in whole, or in part, upon said inventions or discoveries, or upon said applications, and any and all Letters Patents, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or

may be predicated upon, or arise from, said inventions, said discoveries, said applications, and said Letters Patent;

2. Authorize ASSIGNEE to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable, under International Conventions or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments throughout the world to issue or transfer all said Letters Patents to ASSIGNEE, as assignee of the entire right, title, and interest therein or otherwise as ASSIGNEE may direct;

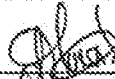
4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications, or patents, or any license to use the same, or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to ASSIGNEE without encumbrance;

5. Bind our heirs, legal representatives, and assigns, as well as ourselves, to do, upon ASSIGNEE's request and at ASSIGNEE's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications, and said Letters Patents shall be held and enjoyed by ASSIGNEE as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives, and assigns if this Assignment had not been made; and particularly to execute and deliver to ASSIGNEE all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by ASSIGNEE; and to communicate to ASSIGNEE all facts known to us relating to said inventions and discoveries or the history thereof, and to testify as to the same in any court or proceeding; and to furnish ASSIGNEE any and all documents, photographs, models, samples, and other physical exhibits in my control or in the control of our heirs, legal representatives, or assigns

which may be useful for establishing the facts of my conceptions, disclosures, and reduction to practice of said inventions and discoveries.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal.

July 24, 2007
Date


Murali Aravamudan

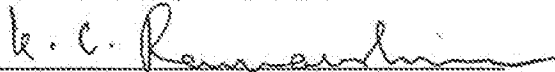
State of)
County of)

On this _____ day of _____, 2007, before me, the undersigned notary public, personally appeared, **Murali Aravamudan**, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

Notary Public
My Commission Expires: _____

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal.

July 24, 2007
Date


Kajamalai Ramakrishnan

State of)
County of)

On this _____ day of _____, 2007, before me, the undersigned notary public, personally appeared, **Kajamalai Ramakrishnan**, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

Notary Public
My Commission Expires: _____

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal.

July 20, 2007
Date

Rakesh Barve
Rakesh Barve

State of)
)
County of)

On this _____ day of _____, 2007, before me, the undersigned notary public, personally appeared, **Rakesh Barve**, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

Notary Public
My Commission Expires: _____

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal.

July 24, 2007
Date

Sashikumar Venkataraman
Sashikumar Venkataraman

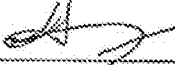
State of)
)
County of)

On this _____ day of _____, 2007, before me, the undersigned notary public, personally appeared, **Sashikumar Venkataraman**, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

Notary Public
My Commission Expires: _____

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal.

JULY 20, 2007
Date


Ajit Rajasekharan

State of)
)
County of)

On this _____ day of _____, 2007, before me, the undersigned notary public, personally appeared, **Ajit Rajasekharan**, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

Notary Public
My Commission Expires: _____