

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3442438

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the OMISSION OF SERIAL NUMBER AND FILING DATE ON THE ASSIGNMENT DOCUMENT previously recorded on Reel 026992 Frame 0221. Assignor(s) hereby confirms the ASSIGNMENT.

CONVEYING PARTY DATA

Name	Execution Date
BRIAN C. BENDER	08/02/2011
DAVID S. BONALLE	07/25/2011
MEHMET E. DEDEOGLU	07/20/2011
PATRICK R. LOWERY	07/21/2011
TAMARA F. ODINEC	08/23/2011
RAJENDRA R. RANE	07/25/2011

RECEIVING PARTY DATA

Name:	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC.
Street Address:	200 VESEY STREET
Internal Address:	3 WORLD FINANCIAL CENTER
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10285-4900

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13204473

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 6023826228
Email: krigby@swlaw.com, ipdocket@swlaw.com
Correspondent Name: HOWARD SOBELMAN, SNELL & WILMER L.L.P.
Address Line 1: 400 EAST VAN BUREN
Address Line 2: ONE ARIZONA CENTER
Address Line 4: PHOENIX, ARIZONA 85004-2202

ATTORNEY DOCKET NUMBER:	12655.05317
NAME OF SUBMITTER:	HOWARD SOBELMAN

PATENT

SIGNATURE:	/Howard Sobelman/
DATE SIGNED:	07/16/2015
Total Attachments: 7 source=1265505317_CASN#page1.tif source=1265505317_CASN#page2.tif source=1265505317_CASN#page3.tif source=1265505317_CASN#page4.tif source=1265505317_CASN#page5.tif source=1265505317_CASN#page6.tif source=1265505317_CASN#page7.tif	

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Brian C. Bender</td> <td>08/02/2011</td> </tr> <tr> <td>David S. Bonalle</td> <td>07/25/2011</td> </tr> <tr> <td>Mehmet E. Dedeoglu</td> <td>07/20/2011</td> </tr> <tr> <td>Patrick R. Lowery</td> <td>07/21/2011</td> </tr> <tr> <td>Tamara F. Odinec</td> <td>08/23/2011</td> </tr> <tr> <td>Rajendra R. Rane</td> <td>07/25/2011</td> </tr> </tbody> </table>		Name	Execution Date	Brian C. Bender	08/02/2011	David S. Bonalle	07/25/2011	Mehmet E. Dedeoglu	07/20/2011	Patrick R. Lowery	07/21/2011	Tamara F. Odinec	08/23/2011	Rajendra R. Rane	07/25/2011
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RECEIVING PARTY DATA															
Name:	American Express Travel Related Services Company, Inc.														
Street Address:	200 Vesey Street														
City:	New York														
State/Country:	NEW YORK														
Postal Code:	10285-4900														
PROPERTY NUMBERS Total: 1															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13204473</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13204473										
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CORRESPONDENCE DATA															
Fax Number:	(602)382-6070														
Phone:	602-382-6228														
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Correspondent Name:	Snell & Wilmer L.L.P. / Howard Sobelman														
Address Line 1:	One Arizona Center														
Address Line 2:	400 E. Van Buren														
Address Line 4:	PHOENIX, ARIZONA 85004-2202														
ATTORNEY DOCKET NUMBER:	12655.5317														

CH \$40.00 13204473

ASSIGNMENT*UTILITY PATENT*

WHEREAS, the undersigned inventor(s) (hereinafter singly and collectively, "ASSIGNOR") of the addresses indicated below, have invented subject matter disclosed and/or claimed in the patent application entitled **SYSTEMS AND METHODS FOR DETERMINING AD IMPRESSION UTILITY** filed ~~herewith~~, August 1, 2011 and assigned U.S. Serial No. 13/204,433

HS
7/16/15

AND WHEREAS, AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC., a subsidiary of AMERICAN EXPRESS COMPANY (hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of New York having its principal place of business and mailing address at 200 Vesey Street, 3 World Financial Center, New York, New York 10285-4900, is desirous of memorializing its interest therein.

NOW, THEREFORE, the undersigned ASSIGNOR hereby confirms that ASSIGNOR is a full time salaried employee, past employee or a contractor of AMERICAN EXPRESS COMPANY or one of it's subsidiary companies (collectively "AXP") and that ASSIGNOR developed the subject matter of the inventions on AXP's time and at the expense of AXP and within the scope of ASSIGNOR's duties as an employee of AXP and thereby ASSIGNOR recognizes that AXP owns the inventions as described in the aforesaid application. Nonetheless to comport with Patent Office procedures, ASSIGNOR memorializes that relationship in the form of this assignment and;

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the inventions, as described in the aforesaid application, including patent, copyright and any other intellectual property rights, any provisional, non-provisional, continuation, continuation in part, divisional, reissue, reexamination, foreign, PCT or other patent application or like document, or any other application which claims priority to said application, including the rights to sue for all past and future causes of action related to said inventions, in the United States and all foreign countries, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States adheres, and hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE, for the sole use and benefit of ASSIGNEE, its successors, assigns and legal representatives,

AND HEREBY AGREES to transfer to ASSIGNEE, its successors, assigns and legal representatives, without further remuneration, a like interest in and to any improvements, related new matter, derivative works, and applications based thereon, growing out of or relating to the inventions; and to provide all reasonable assistance and execute any papers, if accurate, desired by ASSIGNEE, its successors, assigns and legal representatives, to preserve, acquire and/or perfect ASSIGNEE's full protection and title in and to the inventions and any improvements and to file any of the aforementioned applications.

AXP No. 201003003 (PJ)
13129729-12655-5300-

Serial No.: 13/204,433

Docket No.: 12635.5300

In the event that the Application Number and/or filing date is not available when this Assignment is executed, I hereby authorize and request any attorney associated with Snell & Wilmer L.L.P., Customer No. 66170 or American Express Company, to insert in this assignment the filing date and/or the application number of said application and/or any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

EXECUTED as of the date written below by ASSIGNOR:

INVENTOR'S NAME/ADDRESS

SIGNATURE

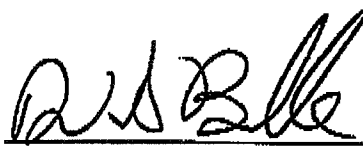
DATE

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8/2/11

David S. Bonalle
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New Rochelle, NY 10801



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Serial No.: 13/204,433
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EXECUTED as of the date written below by ASSIGNOR:

INVENTOR'S NAME/ADDRESS	SIGNATURE	DATE
Brian C. Bender 259 W. 15 th St., Apt.3C New York, NY 10011	_____	_____
David S. Bonalle 543 Main Street, Apt 700 New Rochelle, NY 10801	_____	_____
Mehmet F. Dedeoglu 41 Hamilton Lane Plainsboro, NJ 08536		7/20/2011
Patrick R. Lowery 351 East 4th street New York, NY 10009	_____	_____
Tamara F. Odinec 27 West 72nd St New York, NY 10023	_____	_____
Rajendra R. Rane 97 Sherman Blvd Edison NJ 08820	_____	_____
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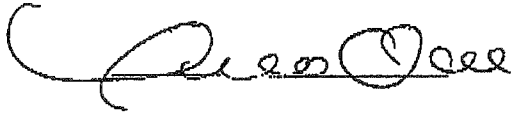
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