

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3475330

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
NAVIN BODDU	07/21/2015
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Property Type	Number
Application Number:	14802823
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SIGNATURE:	/Peter C. Mei/
DATE SIGNED:	08/07/2015
Total Attachments: 2	
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ASSIGNMENT OF PATENT APPLICATION

WHEREAS, I, **Navin BODDU**, a citizen of the **United States of America** (hereinafter referred to as "ASSIGNOR"), have invented a certain invention entitled **CONTROLLING REAL-TIME EXECUTION OF INTERNET COMMUNICATION CAMPAIGNS WITH PARAMETERIZABLE FLOW CONTROL STRUCTURES**, for which Utility Application for Letters Patent of the United States of America has been filed on **July 17, 2015**, and given application number **14/802,823**, and

WHEREAS, **Oracle International Corporation**, a corporation of California, and having its principal place of business at 500 Oracle Parkway, Redwood Shores, CA 94065 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any provisional from which priority is claimed, continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention or treaties; and ASSIGNOR hereby authorizes and requests the United

States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents or any legal equivalent thereof, to issue said patents to ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

7/21/2015
Date



Navin BODDU