

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3564058

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
IP ASSET HOLDINGS, LLC		10/07/2015
RECEIVING PARTY DATA		
Name:	QUALTRICS, LLC	
Street Address:	400 WEST QUALTRICS DRIVE	
Internal Address:	SUITE 100	
City:	PROVO	
State/Country:	UTAH	
Postal Code:	84604	
PROPERTY NUMBERS Total: 29		
Property Type	Number	
Patent Number:	7261239	
Patent Number:	8195749	
Patent Number:	8270893	
Patent Number:	8135331	
Patent Number:	8700014	
Patent Number:	8131270	
Patent Number:	8428645	
Patent Number:	8380175	
Patent Number:	7983611	
Patent Number:	7941092	
Patent Number:	8285196	
Patent Number:	8078096	
Patent Number:	8898708	
Patent Number:	8180276	
Patent Number:	8385813	
Patent Number:	8478250	
Patent Number:	8433299	
Patent Number:	8532713	
Patent Number:	8565719	

PATENT

Property Type	Number
Patent Number:	8532636
Patent Number:	9092794
Patent Number:	8700015
Patent Number:	9100800
Application Number:	13412574
Application Number:	13869678
Application Number:	13908447
Application Number:	14047015
Application Number:	14147600
Application Number:	14848134

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.

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ATTORNEY DOCKET NUMBER:	20055 QT TRANSFER 2OF2
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NAME OF SUBMITTER:	KELLY R. PREECE
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SIGNATURE:	/Kelly R. Preece/
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DATE SIGNED:	10/09/2015
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Total Attachments: 8

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ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, IP Asset Holdings, LLC, a Delaware limited liability company having a registered address of 1209 Orange Street, Wilmington DE 19801 ("*Assignor*"), does hereby sell, assign, transfer, and convey unto Qualtrics, LLC, a Delaware limited liability company, having an address at 400 West Qualtrics Dr. #100, Provo UT 84604 ("*Assignee*"), or its designees, all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "*Patent Rights*"):

(a) the provisional patent applications, patent applications and patents listed in Schedule 1 hereto (the "*Patents*");

(b) excluding 8583030, 8983927, 8630991, 8615275, 8583031, 8639602, 8918092, 8583165, 8554195, 14/096540, 14/053528, 14/093521, 14/102509, 13/940229, 13/959946 and 60/902309, all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, (ii) for which any of the Patents directly or indirectly forms a basis for priority, or (iii) that directly or indirectly incorporate by reference any of the Patents;

(c) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in any of the foregoing categories (a) and (b);

(d) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;

(e) all items in any of the foregoing in categories (a) through (d), whether or not expressly listed as Patents above and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, abandoned, or the like;

(f) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories (b) through (e) that (i) are included in any claim in the Patents and/or any item in the foregoing categories (b) through (e), (ii) are subject matter capable of being reduced to a patent claim in a reissue or reexamination proceeding brought on any of the Patents and/or any item in the foregoing categories (b) through (e), and/or (iii) could have been included as a claim in any of the Patents or any item in the foregoing categories (b) through (e);

(g) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories (a) through (f), including, without limitation, under the Paris Convention for the

Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;

(h) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents or any item in any of the foregoing categories (b) through (g), including, without limitation, all causes of action and other enforcement rights for

- (1) damages,
- (2) injunctive relief, and
- (3) any other remedies of any kind

for past, current, and future infringement; and

(i) all rights to collect royalties and other payments under or on account of any of the Patents or any item in any of the foregoing categories (b) through (h).

Assignor represents, warrants and covenants that:

(1) Assignor has the full power and authority, and has obtained all third party consents, approvals and other authorizations required to enter into this Agreement and to carry out its obligations hereunder, including the assignment of the Patent Rights to Assignee; and

(2) Assignor owns, and by this document assigns to Assignee, all right, title, and interest to the Patent Rights, including, without limitation, all right, title, and interest to sue for infringement of the Patent Rights. Assignor has obtained and properly recorded previously executed assignments for the Patent Rights as necessary to fully perfect its rights and title therein in accordance with governing law and regulations in each respective jurisdiction. The Patent Rights are free and clear of all liens, claims, mortgages, security interests or other encumbrances, and restrictions. There are no actions, suits, investigations, claims or proceedings threatened, pending or in progress relating in any way to the Patent Rights. There are no existing contracts, agreements, options, commitments, proposals, bids, offers, or rights with, to, or in any person to acquire any of the Patent Rights.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

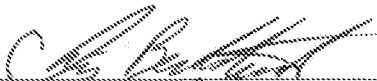
Assignor will, at the reasonable request of Assignee, do all things necessary, proper, or advisable, including without limitation, the execution, acknowledgment, and recordation of specific assignments, oaths, declarations, and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, sustaining, and/or enforcing the Patent Rights.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at Provo, Utah on October 7, 2015.

ASSIGNOR:

IP ASSET HOLDINGS, LLC

By: 
Name: CHRIS BECKSTEAD
Title: Treasurer

Schedule 1
to
Patent Assignment

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
60/530175	US	12/17/2003	Questionnaire network for mobile handsets and a trading system for contracts on user commitments to answer questionnaires Bindu Rama Rao
7261239	US	12/13/2004	Questionnaire network for mobile handsets and a trading system for contracts on user commitments to answer questionnaires Bindu Rama Rao
11/823,006	US	06/26/2007	Trading system on user commitments to participate in questionnaires and other interactions Bindu Rama Rao
60/850,084	US	10/07/2006	Mobile device and server capable of supporting ad-hoc questionnaires Bindu Rama Rao
60/849,715	US	10/04/2006	Mobile device capable of creating audio portions of questionnaire in network Bindu Rama Rao
8270893	US	5/30/2007	Mobile device and server capable of supporting ad-hoc questionnaires Bindu Rama Rao
12/011,238	US	01/25/2008	Mobile web system providing interchangeable service with a mobile device Bindu Rama Rao
11/810,597	US	06/05/2007	Mobile device sharing pictures, streaming media and call locally with other devices Bindu Rama Rao
8428645	US	08/08/2007	Mobile device capable of sharing SMS messages, email screen display locally with other devices

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
			Bindu Rama Rao
13/473,606	US	5/17/2012	Mobile device capable of substantially synchronized sharing of streaming media with other devices Bindu Rama Rao
60/524,568	US	11/24/2003	Questionnaire network for mobile handsets Bindu Rama Rao
10/985,702	US	11/10/2004	Questionnaire network for mobile handsets Bindu Rama Rao
8565719	US	5/31/2012	System and method for questionnaires and user interactions Bindu Rama Rao
9100800	US	10/22/2013	System and method for questionnaires and user interactions with a plurality of mobile device recipients Bindu Rama Rao
60/860,700	US	11/22/2006	Audio guided system for providing guidance to user of mobile device on multi-step activities Bindu Rama Rao
60/899,493	US	02/05/2007	System for providing interactive media to user of mobile device Bindu Rama Rao
8135331	US	06/25/2007	Media distribution server that presents interactive media to a mobile device Bindu Rama Rao
13/412,574	US	3/05/2012	System for providing interactive user interest survey to users of mobile devices Bindu Rama Rao
8700014	US	07/25/2007	Audio guided system for providing guidance to user of mobile device on multi-step activities Bindu Rama Rao

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
14/147,600	US	01/06/2014	Mobile device and system for multi-step activities Bindu Rama Rao
8131270	US	07/30/2007	System for providing interactive media to user of mobile device Bindu Rama Rao
8433299	US	02/15/2012	System for providing interactive media to user of mobile device Bindu Rama Rao
13/869,678	US	04/24/2013	System for creating and distributing interactive advertisements to mobile devices Bindu Rama Rao
8478250	US	01/20/2012	Interactive media management server Bindu Rama Rao
13/908,447	US	06/03/2013	Media management system supporting a plurality of mobile devices Bindu Rama Rao
8380175	US	08/28/2007	System for providing interactive advertisements to user of mobile devices Bindu Rama Rao
8532636	US	07/20/2012	Client and system for providing selectable products and services lists to users of mobile devices Bindu Rama Rao
8700015	US	05/26/2013	Client and system for inserting advertisements into interactive content provided to mobile devices Bindu Rama Rao
7941092	US	10/25/2007	Media distribution server that presents interactive media to a mobile device Bindu Rama Rao
8898708	US	3/30/2011	Media distribution server that presents

Patent or Application No.	Country	Filing Date	Title of Patent and First Named Inventor
			interactive media to digital devices Bindu Rama Rao
8078096	US	03/29/2011	Media distribution server that presents interactive media to digital devices Bindu Rama Rao
8385813	US	09/20/2011	Media distribution server that presents interactive media to a mobile device and to a browser Bindu Rama Rao
7983611	US	10/25/2007	Mobile device that presents interactive media and processes user response Bindu Rama Rao
13/017,024	US	01/30/2011	System for automated generation and deployment of customized mobile apps for multiple mobile device platforms Bindu Rama Rao
8180276	US	04/25/2011	Mobile device that presents interactive media and processes user response Bindu Rama Rao
8532713	US	02/23/2012	Mobile device that presents interactive media and processes user response Bindu Rama Rao
8285196	US	10/29/2007	Mobile device and distribution server for surveys using interactive media Bindu Rama Rao
9092794	US	07/20/2012	Method of collecting data from a survey by a system Bindu Rama Rao
8195749	US	05/30/2007	Questionnaire server capable of providing questionnaires based on device capabilities Bindu Rama Rao
14/047,015	US	10/07/2013	Mobile based education and testing system

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
			Bindu Rama Rao
14/155,324	US	01/14/2014	Bindu Rama Rao
13/473,603	US	05/17/2012	Server managing the interactions between a source mobile device and a plurality of recipient television devices Bindu Rama Rao
13/752,340	US	01/28/2013	Mobile device capable of substantially synchronized sharing of streaming media, calls and other content with other devices Bindu Rama Rao
60/858,546	US	11/13/2006	Questionnaire server capable of providing questionnaires based on device capabilities Bindu Rama Rao
60/837,664	US	08/14/2006	Mobile device capable of sharing SMS messages, email screen display locally with other devices Bindu Rama Rao
14/848,134	US	09/08/2015	Media management system supporting a plurality of mobile devices Bindu Rama Rao