

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DAVID ABRAHAM WIENER	01/25/2016
JAMES KONG HSU	01/23/2016
STEPHEN J. PAPA	01/20/2016
SHERENE WAEI HILAL	01/25/2016
KENDRA MARIKO CHEN	01/24/2016
VERNON W. HUI	01/22/2016
BEN HEKSTER	02/01/2016
JOHN PATRICK CONNELLY	01/26/2016
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Property Type	Number
Application Number:	14995755
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SIGNATURE:	/Jennifer Nguyen/
DATE SIGNED:	03/03/2016
Total Attachments: 9 source=ORA150706USCIP1_Assignment-signed-all#page1.tif source=ORA150706USCIP1_Assignment-signed-all#page2.tif source=ORA150706USCIP1_Assignment-signed-all#page3.tif source=ORA150706USCIP1_Assignment-signed-all#page4.tif source=ORA150706USCIP1_Assignment-signed-all#page5.tif source=ORA150706USCIP1_Assignment-signed-all#page6.tif source=ORA150706USCIP1_Assignment-signed-all#page7.tif source=ORA150706USCIP1_Assignment-signed-all#page8.tif source=ORA150706USCIP1_Assignment-signed-all#page9.tif	

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, WE, **David Abraham WIENER, James Kong HSU, Stephen J. PAPA, Sherene Wael HILAL, Kendra Mariko CHEN, Vernon W. HUI, Ben HEKSTER and John Patrick CONNELLY**, citizens of the **United States of America**, (hereinafter referred to as “ASSIGNORS”), have invented a certain invention entitled **EXTENDING AUDIENCE REACH IN MESSAGING CAMPAIGNS USING PROBABILISTIC ID LINKING**, for which Utility Application for Letters Patent of the United States of America was filed on **January 14, 2016**, and given Application Serial Number **14/995,755**, and

WHEREAS, **Oracle International Corporation**, a corporation of **California**, and having its principal place of business at **500 Oracle Parkway, Mail Stop 50P7, 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, ASSIGNORS hereby sell, assign, transfer and set 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 ASSIGNORS hereby authorize and request 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.

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

ASSIGNORS further covenant 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 ASSIGNORS 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.

Jan 25, 2016
Date




David Abraham WIENER

1/23/16
Date

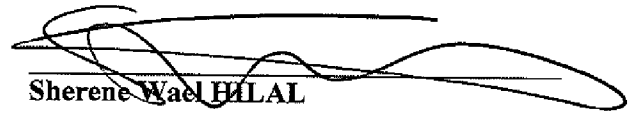

James Kong HSU

1/20/2016
Date



Stephen J. PAPA

1/25/2016
Date


Sherene Wael HILAL

1/24/2016
Date


Kendra Mariko CHEN

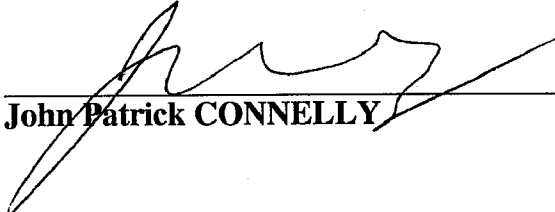
2018/02/01

Date



Ben HEKSTER

1/26/16
Date


John Patrick CONNELLY