

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MASSIMO MASCARO	04/11/2016
JOSEPH CESSNA	04/12/2016
PETER OUYANG	04/11/2016
RECEIVING PARTY DATA	
Name:	Intuit Inc.
Street Address:	2700 Coast Avenue
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15130560
CORRESPONDENCE DATA	
Fax Number:	(208)954-5945
<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:	(208)388-4824
Email:	aholme@hawleytroxell.com
Correspondent Name:	PHILIP MCKAY
Address Line 1:	HAWLEY TROXELL
Address Line 2:	P.O. BOX 1617
Address Line 4:	BOISE, IDAHO 83701-1617
ATTORNEY DOCKET NUMBER:	INTU169483
NAME OF SUBMITTER:	PHILIP MCKAY
SIGNATURE:	/Philip McKay/
DATE SIGNED:	04/15/2016
Total Attachments: 6	
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ASSIGNMENT – WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned individual(s) (referred to herein as the “INVENTOR(S)”) hereby assign, transfer, and set over to:

Intuit Inc.

a Corporation of the State of Delaware having the following address:

2700 Coast Avenue
Mountain View, California 94043

(referred to herein as “COMPANY”), its successors, and assigns, the entire right, title, and interest, worldwide, in and to the invention known by the following title:

METHOD AND SYSTEM FOR UPDATING ANALYTICS MODELS THAT ARE USED TO
DYNAMICALLY AND ADAPTIVELY PROVIDE PERSONALIZED USER EXPERIENCES IN A
SOFTWARE SYSTEM

for which the undersigned has/have executed an application for patent in the United States of America on or about this same day, together with said patent application, all divisions, continuations, continuations-in-part, reissues, and extensions thereof, and all Letters Patent (domestic and foreign), inventor's certificates and other forms of protection thereon granted in the United States and foreign countries (collectively referred to herein as ‘Patents’) that may be granted therefor. Such interest represents the entire ownership of said Patents and is to be owned by COMPANY, its successors, and assigns, or their legal representatives, for the full and entire term for which such Patents may be granted or extended, as fully and entirely as the same would have been enjoyed by the INVENTOR(S) if this assignment had not been made.

In addition, the undersigned INVENTOR(S) each hereby agrees:

1. To sign and execute any further documents that may be necessary or desirable, lawful, and proper in connection with the filing and prosecution of all Patents on the INVENTION in the United States and all foreign countries wherein COMPANY desires protection, including without limitation all divisions, continuations, continuations-in-part, amendments thereof, and all interference proceedings associated therewith, or otherwise necessary or desirable to secure the title thereto to COMPANY;
2. To execute all papers and documents and to perform all lawful acts that may be necessary in connection with claims to priority or otherwise under the International Convention for the Protection of Industrial Property or similar treaties or agreements;
3. To perform all lawful affirmative acts that may be necessary to obtain the grant of valid and enforceable Patents to COMPANY.

The undersigned INVENTOR(S) each hereby authorizes and requests the Commissioner of Patents and Trademarks in the United States to issue any and all Letters Patent resulting from said application, including without limitation any division, continuation, continuation-in-part, or reissue thereof to COMPANY.

The undersigned INVENTOR(S) each hereby grants to the firm of Hawley Troxell Ennis and Hawley, LLP the power to insert on this Assignment 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 the recordation of this document.

IN WITNESS WHEREOF, this Assignment has been executed by each of the undersigned individuals on the date appearing by such individual's signature:

4/11/16
Date
Inventor Signature: Massimo Mascaro
Massimo Mascaro

Date
Inventor Signature: _____
Joseph Cessna

Date
Inventor Signature: _____
Peter Ouyang

**When this Assignment is not filed concurrently with the patent application,
the following identifying information may be added after execution:**
U.S. Application Serial No.:
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