

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
RUSSELL TAUFA	06/23/2016
RECEIVING PARTY DATA	
Name:	ALTERIAN, INC.
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State/Country:	MASSACHUSETTS
Postal Code:	01880
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13587789
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NAME OF SUBMITTER:	MYRNA M. SCHELLING
SIGNATURE:	/Myrna M. Schelling/
DATE SIGNED:	07/12/2016
Total Attachments: 2	
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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned, **Russell Taufa**, do hereby sell, assign, and transfer to, **Alterian, Inc.**, a **corporation** with offices at **201 Edgewater Drive, Suite 225, Wakefield, Massachusetts 01880** ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in United States patent application number **13/587,789** filed on **August 16, 2012** and entitled:

"Customer Relevance Scores and Methods of Use"

and in and to said application and all utility, divisional, continuing, substitute, renewal, reissue, and all other patent applications which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States patent application; and

the right to sue third parties and retain damages for patent infringement based on activities occurring on, prior to and after the execution date hereof, including but not limited to all rights to recover damages for infringement of provisional rights; and

Agree that said Assignee may apply for and receive patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the

intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: 6/23/2016

Name: *Russel Taufu*
Russell Taufu