

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SHARANYA ESWARAN	09/06/2016
DEEPTHI CHANDER	09/02/2016
MEERALAKSHMI RADAKRISHNAN	09/08/2016
ARCHAN MISRA	09/13/2016
KOUSTUV DASGUPTA	09/07/2016
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<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15335495
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PATENT

<b>ATTORNEY DOCKET NUMBER:</b>	20151163US01
<b>NAME OF SUBMITTER:</b>	GAIL M MCMILLAN
<b>SIGNATURE:</b>	/Gail M. McMillan/
<b>DATE SIGNED:</b>	11/08/2016
<b>Total Attachments: 5</b> source=20151163US01_Assignment_SMU#page1.tif source=20151163US01_Assignment_SMU#page2.tif source=20151163US01_Assignment_Xerox#page1.tif source=20151163US01_Assignment_Xerox#page2.tif source=20151163US01_Assignment_Xerox#page3.tif	

**ASSIGNMENT**

The undersigned is/are the named inventor(s) (the "Inventor(s)") on a United States patent application entitled **METHOD AND SYSTEM FOR PREDICTING BEHAVIORAL CHARACTERISTICS OF CUSTOMERS IN PHYSICAL STORES** (the "Application") for inventions disclosed or claimed therein (the "Invention(s)"), which Application:

is being executed concurrently herewith,  
was first executed on \_\_\_\_\_  
was filed on \_\_\_\_\_ as Application Number \_\_\_\_\_  
claims the benefit of U.S. Provisional Application(s) No(s) \_\_\_\_\_ filed \_\_\_\_\_.

**Singapore Management University**, a company limited by guarantee with company registration number 200000267Z, incorporated under the laws of Singapore, and having its registered office at 81 Victoria Street, Singapore 188065, on behalf of itself, its successors and assigns, and its legal representatives ("SMU"), is entitled to all rights in the Application and the Invention(s), and the full cooperation of the Inventor(s).

For valuable consideration, the receipt of which is hereby acknowledged, the Inventor(s) hereby sell(s), assign(s), and transfer(s) to SMU the entire and exclusive right, title and interest in the Application and the Invention(s), in and for the United States, its territories, and all foreign countries, including all applications, patents, design registrations and publications obtained or derived therefrom, worldwide, and all priority rights under all present or future conventions and treaties, and any provisional applications for which priority is claimed in the Application; and

- (1) request the U.S. Commissioner of Patents to issue all U.S. Letters Patent granted thereon to SMU;
- (2) agree that SMU may apply for and receive all foreign Letters Patent thereon;
- (3) agree to execute all papers and take all actions necessary or desirable in connection therewith requested by SMU; and
- (4) authorize SMU to subsequently enter the Application Number on this Assignment, if not already entered above.



\_\_\_\_\_  
Meeralakshmi Radhakrishnan

\_\_\_\_\_  
08 September 2016

\_\_\_\_\_  
Date

\_\_\_\_\_  
Archan Misra

\_\_\_\_\_  
Date

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\_\_\_\_\_  
 Meeralakshmi Radhakrishnan

\_\_\_\_\_  
 Date

  
 \_\_\_\_\_  
 Archan Mitra

  
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 \_\_\_\_\_  
 Sharanya Eswaran

06/09/2016 (Sep 6, 2016)  
 \_\_\_\_\_  
 Date

\_\_\_\_\_  
 Deepthi Chander

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Meeralakshmi Radhakrishnan

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Archan Misra

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Koustuv Dasgupta

\_\_\_\_\_  
 Date

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\_\_\_\_\_  
 Sharanya Eswaran

\_\_\_\_\_  
 Date

*Deepthi Chander*  
 \_\_\_\_\_  
 Deepthi Chander

*2/9/2016*  
 \_\_\_\_\_  
 Date

\_\_\_\_\_  
 Meeralakshmi Radhakrishnan

\_\_\_\_\_  
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 Sharanya Eswaran

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 Meeralakshmi Radhakrishnan

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 Archan Misra

\_\_\_\_\_  
 Date

  
 Koustuv Dasgupta

07 SEP 2016  
 Date