

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
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EWEN CATTANACH	03/10/2017
XIAOWEI ZHANG	03/09/2017
DAVID SCOTT	03/15/2017
SHAHAD AHMED	03/10/2017
ASIM ULLAH	03/09/2017
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<b>Property Type</b>	<b>Number</b>
Application Number:	14706902
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<b>DATE SIGNED:</b>	04/29/2017
<b>Total Attachments: 3</b> source=Assignment_FSP0921 04-28-2017#page1.tif source=Assignment_FSP0921 04-28-2017#page2.tif source=Assignment_FSP0921 04-28-2017#page3.tif	

## ASSIGNMENT OF PATENT APPLICATIONS

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we, the undersigned,

Peter Docherty, Ewen Cattanach, Xiaowei Zhang, David Scott, Shahad Ahmed, Alan Ryman, Asim Ullah, Darren Callaghan, and Gordon McIntyre

hereby sell, assign, and transfer to ThinkAnalytics, having a principal place of business at 361 Main Street Suite 400, El Segundo, CA, 90245, USA, ("Assignee"),

and to its successors, assigns, and legal representatives, as they may arise, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the applications (provisional or non-provisional) for United States patents which may have a declaration executed by the undersigned prior hereto or concurrently herewith and identified as follows:

Title	Application No. Filing Date
CONTENT RECOMMENDATIONS SYSTEM	14/642,726 3/9/2015
CONTENT RECOMMENDATIONS SYSTEM	61/950,193 3/9/2014
SYSTEM TO RECOMMEND CONTENT BASED ON TRENDING SOCIAL MEDIA TOPICS	14/706,902 5/7/2015
SYSTEM TO RECOMMEND CONTENT BASED ON TRENDING SOCIAL MEDIA TOPICS	61/989,817 5/7/2014
LANGUAGE LEARNING SYSTEM FOR CONTENT RECOMMENDATIONS	14/691,828 4/21/2015
LANGUAGE LEARNING SYSTEM FOR CONTENT RECOMMENDATIONS	61/982,090 4/21/2014
Cross Source Content Recommendation System	14/712,905 5/14/2015
Cross Source Content Recommendation System	61/992,963 5/14/2014
VIDEO ON DEMAND CONSUMPTION LEARNING SYSTEM	14/743,982 6/18/2015
VIDEO ON DEMAND CONSUMPTION LEARNING SYSTEM	62/013,772 6/18/2014
LINEAR PROGRAMMING CONSUMPTION LEARNING SYSTEM	14/754,619 6/29/2015
LINEAR PROGRAMMING CONSUMPTION LEARNING SYSTEM	62/018,476 6/27/2014
CONTENT RECOMMENDATION ENGINE	14/881,152 10/12/2015
CONTENT RECOMMENDATION ENGINE	62/062,760 10/10/2014
BINGE CONTENT RECOMMENDATION SYSTEM	14/946,573 11/19/2015
BINGE CONTENT RECOMMENDATION SYSTEM	62/081,737 11/19/2014
COLD START USER PROFILE GENERATOR	15/009,674

	1/28/2016
COLD START USER PROFILE GENERATOR	62/109,060 1/29/2015

and to each and any and all applications which claim priority to the above-identified applications and to which I, the undersigned, contributed material disclosed and/or claimed;

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said applications;

agree that said Assignee may apply for and receive a patent or patents for said inventions or 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 provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or 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 inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or 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.

**Each Inventor: Please Sign and Date Below:**

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