

## 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>
RAHUL BHANDARI	05/04/2017
PRASHANT S. SONEWANE	05/04/2017
ANAND SATYA BHASKAR	05/04/2017
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<b>City:</b>	ROUND ROCK
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	78682
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15598760
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<b>DATE SIGNED:</b>	05/18/2017
<b>Total Attachments: 4</b>	
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# **ASSIGNMENT OF INVENTION**

For good and valuable consideration, the receipt of which is hereby acknowledged,  
I, an ASSIGNOR named below,

Rahul Bhandari	of Round Rock, Texas
Prashant S. Sonewane	of Bangalore, India
Anand Satya Bhaskar	of Bangalore, India

hereby sell, assign and transfer to

ASSIGNEE: **DELL PRODUCTS, LP**  
One Dell Way  
Round Rock, Texas 78682

its successors, assigns and legal representatives, my entire right, title and interest throughout the world, including all rights to claim priority, in and to the invention(s) disclosed in:

- ☒ U.S. Patent Application executed on or about the date of this Assignment,
- ☐ U.S. Patent Application executed on \_\_\_\_\_, or
- ☐ U.S. Provisional Application
- ☐ U.S. Application No.: filed on.
- ☐ International Application No.: PCT/\_\_\_\_\_, filed on \_\_\_\_\_

ENTITLED: **SYSTEM AND METHOD FOR CONFIGURING THE DISPLAY OF SALE ITEMS RECOMMENDED BASED ON CUSTOMER NEED AND HEURISTICALLY MANAGING CUSTOMER NEED-BASED PURCHASING RECOMMENDATIONS**, and naming as

INVENTOR(S): **Rahul Bhandari, Prashant S. Sonewane and Anand Satya Bhaskar**

("Invention") including without limitation, my entire right, title and interest in and to any and all United States and foreign applications (including international, regional and foreign national applications) for said Invention, including divisionals, continuations, continuations-in-part, utility models, industrial designs, renewals, substitutes and extensions thereof, and in and to any and all patents, invention registrations, or other forms of protection ("Patents") of every country or region that may be granted or have been granted for said Invention, including any reissues and reexaminations thereof.

To comply with 37 C.F.R. § 3.21 for recording this Assignment, I authorize and request that the application number and filing date be inserted here, if not already shown above, (\_\_\_\_\_/\_\_\_\_\_, filed \_\_\_\_\_) when they become known.


I authorize Assignee to apply for patents of foreign countries for said Invention, and to claim all rights of priority without further authorization from me.

I agree that, upon request and without further compensation, but at no expense to me, I and/or my legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing the Patents in the United States and throughout the world for said Invention, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to said Invention, said application, and any Patents granted for said Invention in the United States and throughout the world.

I hereby covenant that no assignment, sale, license, agreement, or encumbrance has been or will be made or entered into that would conflict with this Assignment.

I authorize and request the Director of the United States Patent and Trademark Office and agencies, departments, or other similar offices and officials of all foreign countries to issue any Patents granted for said Invention, whether on said application or on any subsequently filed divisional, continuation, continuation-in-part, reexamination, reissue or other application, to Assignee, its successors and assigns, as the assignee of the entire interest in said Invention.

Inventor: Rahul Bhandari




(Signature) 05/04/2017 (Date)

RAHUL BHANDARI

(Print Name)

Inventor: Prashant S. Sonewane

 (Signature) 04 MAY 2017 (Date)  
PRASHANT S. SONEWANE (Print Name)

Inventor: Anand Satya Bhaskar

B. S. AS (Signature) 04-MAY-2017 (Date)  
ANAND SATYA BHASKAR (Print Name)