

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4777774

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MORGAN STANLEY & CO. LLC	03/01/2016
RECEIVING PARTY DATA	
Name:	MORGAN STANLEY SERVICES GROUP INC.
Street Address:	1585 BROADWAY
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10036
PROPERTY NUMBERS Total: 9	
Property Type	Number
Patent Number:	8694413
Application Number:	14184423
Application Number:	14186223
Patent Number:	8825539
Application Number:	14454381
Patent Number:	8566146
Application Number:	13405033
Application Number:	13974874
Application Number:	13446075
CORRESPONDENCE DATA	
Fax Number:	(412)355-6501
<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:	412-355-6342
Email:	piuspatents@klgates.com
Correspondent Name:	K&L GATES LLP - MARK G. KNEDEISEN
Address Line 1:	210 SIXTH AVENUE
Address Line 2:	K&L GATES CENTER
Address Line 4:	PITTSBURGH, PENNSYLVANIA 15222-2613
NAME OF SUBMITTER:	MARK G. KNEDEISEN
SIGNATURE:	/Mark G. Knedeisen/

PATENT

DATE SIGNED:	01/16/2018
Total Attachments: 4 source=MSCO_MSSG_Patent assignment#page1.tif source=MSCO_MSSG_Patent assignment#page2.tif source=MSCO_MSSG_Patent assignment#page3.tif source=MSCO_MSSG_Patent assignment#page4.tif	

ASSIGNMENT OF PATENTS

THIS ASSIGNMENT OF PATENTS (this "Assignment") is made as of March 1, 2016 between Morgan Stanley & Co. LLC ("Assignor") and Morgan Stanley Services Group Inc. ("Assignee"). Each of Assignor and Assignee may be referred to herein as a "Party" and collectively, as the "Parties".

WITNESSETH:

WHEREAS, Assignor desires to assign to Assignee all right title and interest in, to and under the patents and patent applications set forth on Schedule A and the inventions claimed therein (collectively, the "Patents") and Assignee desires to acquire all such right, title and interest in, to and under the Patents.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee intending to be legally bound, hereby agree as follows:

1. Assignor hereby sells, assigns, transfers, conveys and delivers unto Assignee all of Assignor's right, title and interest in, to and under the Patents, to be held and enjoyed by Assignee to the full end of the term for which said Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

2. Assignor hereby agrees to sign all necessary papers and do all lawful acts reasonably requisite in connection with the prosecution, assignment, enforcement and disclaimer of each and every Patent and each and every patent application based upon the Patents, without further compensation, but at the expense of Assignee or its successors and assigns, and Assignor hereby assigns to Assignee all rights to sue for infringement, including past infringement if any, of any Patent or patent based upon or corresponding to the Patents. Assignor hereby authorizes and requests the officials of all countries in which the Patents are now or in the future will be issued to issue to Assignee all of Assignor's right, title and interest in and to the same for the sole use and enjoyment of Assignee, its successors and assigns.

3. This Assignment shall be governed by and construed in accordance with the law of the State of New York, without regard to the conflicts of law rules of such state.

4. This Assignment may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument.

[Signature page follows]

IN WITNESS WHEREOF, the Parties have caused this Assignment to be
duly executed as of the day and year first above written.

MORGAN STANLEY & CO. LLC

By: 

Name: Sergio Lupatkin

Title: Managing Director

MORGAN STANLEY SERVICES
GROUP INC.

By: _____

Name: _____

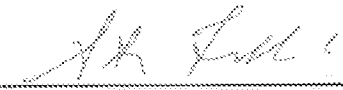
Title: _____

IN WITNESS WHEREOF, the Parties have caused this Assignment to be
duly executed as of the day and year first above written.

MORGAN STANLEY SMITH BARNEY
HOLDINGS LLC

By: _____
Name:
Title:

MORGAN STANLEY SERVICES
GROUP INC.

By:  _____
Name: STEVEN LIEBOW
Title: MANAGING DIRECTOR

Schedule A

Patents

Title	Filing Date	Application Number	Patent Number	Issue Date
Computer-Based Systems and Methods for Determining Interest Levels of Consumers in Research Work Product Produced by a Research Department	2/23/2012	13/402,998	8,694,413	4/8/2014
Computer-Based Systems and Methods for Computing Market-Adjusted Elasticities for Accounts	8/1/2012	13/564,077	8,825,539	9/2/2014
Computer-Based Systems and Method for Computing a Score for Contacts of a Financial Services Firm Indicative of Resources to be Deployed by the Financial Services Firm for the Contacts to Maximize Revenue for the Financial Services Firm	5/10/2012	13/468,348	8,566,146	10/22/2013
Computer-Based Systems and Methods for Computing Market-Adjusted Elasticities for Accounts	8/7/2014	14/454,381		
Computer-Based Systems and Methods for Determining Required Disclosures	2/24/2012	13/405,033		
Computer-Based Systems and Methods for Determining Interest Levels of Consumers in Investment Asset Classes Covered by a Research Department that Produced Research about the Investment Asset Classes	4/13/2012	13/446,075		
Passive Real-Time Order State Replication and Recovery	8/23/2013	13/974,874		