

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT4904220

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JONATHAN MICHAEL ARFA	01/17/2018
NIKHIL GIRISH NAWATHE	01/10/2018
BRYAN KAUDER	01/17/2018
SHRIRAM SUBRAMANIAN	01/10/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Facebook, Inc.
<b>Street Address:</b>	1601 Willow Road
<b>City:</b>	Menlo Park
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94025
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	15862070
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(214)953-6503
<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>	
<b>Phone:</b>	214-953-6500
<b>Email:</b>	ptomail1@bakerbotts.com
<b>Correspondent Name:</b>	BAKER BOTTS L.L.P.
<b>Address Line 1:</b>	2001 ROSS AVENUE
<b>Address Line 2:</b>	SUITE 700
<b>Address Line 4:</b>	DALLAS, TEXAS 75201-2980
<b>ATTORNEY DOCKET NUMBER:</b>	079894.5111
<b>NAME OF SUBMITTER:</b>	LY-ANN EE
<b>SIGNATURE:</b>	/Ly-Ann Ee/
<b>DATE SIGNED:</b>	04/06/2018
	This document serves as an Oath/Declaration (37 CFR 1.63).
<b>Total Attachments: 4</b>	

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**COMBINED ASSIGNMENT AND DECLARATION (37 C.F.R. § 1.63)**

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Facebook, Inc., a Delaware corporation, having a place of business at 1601 Willow Road, Menlo Park, California 94025 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional patent application filed under 35 U.S.C. § 111(b), non-provisional patent application filed under 35 U.S.C. § 111(a), international patent application filed according to the Patent Cooperation Treaty (PCT), or U.S. national-phase patent application filed under 35 U.S.C. § 371 ("APPLICATION"):

Application No. 15/862,070, entitled "Consumer Insights Analysis Using Word Embeddings" filed on 04 January 2018.

2. The entire worldwide right, title, and interest in and to: (a) the APPLICATION; (b) all patent applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other patent applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the patent applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign patent application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Title: Consumer Insights Analysis Using Word Embeddings  
Date Filed: 04 January 2018  
Application No.: 15/862,070

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This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

**DECLARATION (37 C.F.R. § 1.63) FOR UTILITY OR DESIGN APPLICATION  
USING AN APPLICATION DATA SHEET (37 C.F.R. § 1.76)**

By signing below, INVENTOR further attests to the following:

- The APPLICATION was made or authorized to be made by INVENTOR.
- INVENTOR believes that INVENTOR is the original inventor or an original joint inventor of a claimed invention in the APPLICATION.
- INVENTOR acknowledges the duty to disclose to the United States Patent and Trademark Office all information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56, which for a continuation-in-part includes information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56 that became available between the filing date of the prior patent application and the National or PCT filing date of the continuation-in-part application.

INVENTOR hereby acknowledges that any willful false statement made in this Declaration is punishable under 18 U.S.C. § 1001 by fine, imprisonment of not more than five years, or both.

Name and Signature

  
Jonathan Arfa (Jan 17, 2018)

**Jonathan Michael Arfa**

Date of Signature

**Jan 17, 2018**

Name and Signature

  
Nikhil Nawathe (Jan 10, 2018)

**Nikhil Girish Nawathe**

Date of Signature

**Jan 10, 2018**

Name and Signature

  
Bryan Kauder (Jan 17, 2018)

**Bryan Kauder**

Date of Signature

**Jan 17, 2018**

Name and Signature

**Shriram Subramanian**

Date of Signature

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Name and Signature \_\_\_\_\_

Date of Signature \_\_\_\_\_

Jonathan Michael Arfa

Name and Signature \_\_\_\_\_

Date of Signature \_\_\_\_\_

Nikhil Girish Nawathe


Name and Signature \_\_\_\_\_

Date of Signature \_\_\_\_\_

Bryan Kauder

Name and Signature \_\_\_\_\_

Date of Signature \_\_\_\_\_

  
Shriram Subramanian (Jan 10, 2018)

Jan 10, 2018

Shriram Subramanian