

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
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IAN HOMER	11/08/2013
MATTHEW DISS	10/31/2013
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16027096
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DATE SIGNED:	08/09/2018
Total Attachments: 3	
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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned, Ian Homer and Matthew Diss do hereby sell, assign, and transfer to SDL Tridion Development Lab B.V., a private limited liability company with offices at Hoogoorddreef 60, 1101BE Amsterdam Zuidoost, Netherlands ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in United States patent application number 14/091,329 filed November 26, 2013 and entitled:

"Systems and Methods for Contextual Vocabularies and Customer Segmentation"

and in and to said application and all utility, divisional, continuing, substitute, renewal, reissue, and all other patent applications which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States patent application; and

Agree that said Assignee may apply for and receive patents for said 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 divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said 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 improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said 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.

I hereby authorize and request Carr & Ferrell LLP, to insert the filing date and application number of this application upon allocation of this information by the United States Patent and Trademark Office.

Date: 8/11/13

Name: 
Ian Homer

Date: _____

Name: _____
Matthew Diss

PA647UUS

other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said 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.

I hereby authorize and request Carr & Ferrell LLP, to insert the filing date and application number of this application upon allocation of this information by the United States Patent and Trademark Office.

Date: _____

Name: _____
Ian Homer

Date: 31st October 2013

Name: M.D.
Matthew Diss