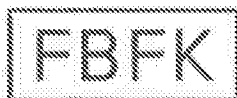


PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT5408904

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
YEHEZKAL SHRAGA RESHEFF	11/29/2018
SHIMON SHAHAR	11/29/2018
OREN SAR SHALOM	11/28/2018
YANAI ELAZAR	11/29/2018
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Street Address:	2700 COAST AVENUE
City:	MOUNTAIN VIEW
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16204389
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<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>	
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Address Line 1:	9 GREENWAY PLAZA
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ATTORNEY DOCKET NUMBER:	37202/789001
NAME OF SUBMITTER:	ROBERT P. LORD
SIGNATURE:	/Robert P. Lord/
DATE SIGNED:	03/06/2019
Total Attachments: 2	
source=37202-789001_Assignment#page1.tif	
source=37202-789001_Assignment#page2.tif	



ASSIGNMENT – WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned individual(s) (referred to herein as the "INVENTOR(S)") hereby assign, transfer, and set over to:

Intuit Inc.

having the following address: **2700 Coast Avenue
Mountain View, California 94043**

(referred to herein as "COMPANY"), its successors and assigns, the entire right, title, and interest, worldwide, in and to the invention known by the following title (referred to herein as "INVENTION"):

ADVERSARIAL USER REPRESENTATIONS IN RECOMMENDER MACHINE LEARNING MODELS

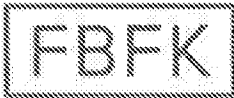
for which the INVENTOR(S) or COMPANY has/have made an application for patent in the United States of America, together with said patent application, all divisions, continuations, continuations-in-part, reissues, and extensions thereof, and all Letters Patent (domestic and foreign) that may be granted therefor. Such interest represents the entire ownership of said applications and Letters Patent when granted and is to be owned by COMPANY, its successors and assigns, or their legal representatives, for the full and entire term for which such Letters Patent may be granted or extended, as fully and entirely as the same would have been enjoyed by the INVENTOR(S) if this assignment had not been made.

In addition, the undersigned INVENTOR(S) each hereby agrees:

1. To sign and execute any further documents that may be necessary or desirable, lawful, and proper in connection with the prosecution of all applications for patent(s) on the INVENTION in the United States, including without limitation said application and all divisions, continuations, continuations-in-part, amendments thereof, and all interference proceedings associated therewith, or otherwise necessary or desirable to secure the title thereto to COMPANY;
2. To execute all papers and documents and to perform all lawful acts that may be necessary in connection with claims to priority or otherwise under the International Convention for the Protection of Industrial Property or similar treaties or agreements;
3. To perform all lawful affirmative acts that may be necessary to obtain the grant of valid and enforceable patents to COMPANY.

The undersigned INVENTOR(S) each hereby authorizes and requests the Commissioner of Patents and Trademarks in the United States to issue any and all Letters Patent resulting from said application, including without limitation any division, continuation, continuation-in-part, or reissue thereof to COMPANY.

The undersigned INVENTOR(S) each hereby grants to the firm of FERGUSON BRASWELL FRASER KUBASTA PC 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 the recordation of this document.



FERGUSON BRASWELL
FRASER KUBASTA PC

IN WITNESS WHEREOF, this Assignment has been executed by each of the undersigned INVENTOR(S)
on the date appearing by such individual's signature:

Nov 29, 2018	1st Inventor Signature: <u>Yehezkel S. Resheff</u>
Date	Print or Type Name: <u>Yehezkal Shraga RESHEFF</u>
Nov 29, 2018	2nd Inventor Signature: <u>moni</u>
Date	Print or Type Name: <u>Shimon SHAHAR</u>
Nov 28, 2018	3rd Inventor Signature: <u>[Signature]</u>
Date	Print or Type Name: <u>Oren Sar SHALOM</u>
Nov 29, 2018	4th Inventor Signature: <u>[Signature]</u>
Date	Print or Type Name: <u>Yanai ELAZAR</u>

When this Assignment is not filed concurrently with the patent application,
the following identifying information may be added after execution:

U.S. Application Serial No.: 16/204,389
Filing Date: 11/29/2018