

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
VENKATA CHANDRASHEKAR DUVVURI	10/28/2019
JEFFREY ALAN STERN	10/28/2019
RECEIVING PARTY DATA	
Name:	ORACLE INTERNATIONAL CORPORATION
Street Address:	500 ORACLE PARKWAY, M/S 50P7
City:	REDWOOD SHORES
State/Country:	CALIFORNIA
Postal Code:	94065
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16666070
CORRESPONDENCE DATA	
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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 4:	SAN JOSE, CALIFORNIA 95113
ATTORNEY DOCKET NUMBER:	R00515NP
NAME OF SUBMITTER:	TAMARA RUEDA
SIGNATURE:	/Tamara Rueda/
DATE SIGNED:	10/28/2019
Total Attachments: 2	
source=Assignments_R00515NP#page1.tif	
source=Assignments_R00515NP#page2.tif	

ASSIGNMENT – WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned individual (referred to herein as the "INVENTOR") hereby assigns, transfers, and sets over to:

Oracle International Corporation

having the following address:

500 Oracle Parkway, M/S 50P7, Redwood Shores, CA 94065

(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:

**DETERMINING A TARGET GROUP BASED ON PRODUCT-SPECIFIC AFFINITY
ATTRIBUTES AND CORRESPONDING WEIGHTS**

+

for which the undersigned has/have executed an application for patent in the United States of America on or about this same day, together with said patent application, all corresponding provisionals, all divisionals, continuations, continuations-in-part, reissues, and extensions thereof, and all Letters Patent (domestic and foreign) which 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 if this assignment had not been made. In addition, the undersigned INVENTOR hereby agrees:

1. To sign and execute any further documents which 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 which 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 which may be necessary to obtain the grant of a valid and enforceable patent to COMPANY.

The undersigned INVENTOR 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 each hereby grant to the COMPANY the power to insert on this Assignment any further identification which 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.

IN WITNESS WHEREOF, this Assignment has been executed by the undersigned individual on the date appearing by such individual's signature:

/ Venkata Chandrashekar Duvvuri / 10/28/2019
Inventor Name: Venkata Chandrashekar Duvvuri Date

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

U.S. Patent Application Serial No.: 16/666,070

Filing Date: 10/28/2019

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2. To execute all papers and documents and to perform all lawful acts which 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;
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IN WITNESS WHEREOF, this Assignment has been executed by the undersigned individual on the date appearing by such individual's signature:

/ Jeffrey Alan Stern / 10/28/2019
Inventor Name: Jeffrey Alan Stern Date

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Filing Date: 10/28/2019