

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6143934

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CQUOTIENT, INC.	04/06/2020
RECEIVING PARTY DATA	
Name:	SALESFORCE.COM, INC.
Street Address:	415 MISSION STREET
Internal Address:	3RD FLOOR
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94105
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	14177618
Application Number:	15454550
Application Number:	13407393
CORRESPONDENCE DATA	
Fax Number:	(415)901-7000
<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:	415-901-7000
Email:	docket@morriskamlay.com
Correspondent Name:	MORRIS & KAMLAY LLP/SALESFORCE
Address Line 1:	50 FREMONT
Address Line 2:	SUITE 300
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94105
NAME OF SUBMITTER:	AMELIA KHALAF
SIGNATURE:	/Amelia Khalaf/
DATE SIGNED:	06/09/2020
Total Attachments: 4	
source=CQuotient to SF-Assignment#page1.tif	
source=CQuotient to SF-Assignment#page2.tif	
source=CQuotient to SF-Assignment#page3.tif	

PATENT ASSIGNMENT

This Patent Assignment effective as of July 11, 2016, is entered into and by CQuotient, Inc. ("Assignor"), having an address and a place of business at 5 Wall Street Burlington, MA 01803 United States and salesforce.com, inc. ("Assignee"), having an address and a place of business at Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, CA 94105.

Whereas Assignor desires to assign to Assignee all of its right, title, and/or interest in and to those patents and patent applications set forth in Schedule A attached hereto, including all such patents and patent applications, whether or not any claims in any of the foregoing have been rejected, withdrawn, canceled, abandoned, or the like (collectively, "Patents and Patent Applications"); and Assignee desires to obtain the entire right, title, and interest in and to the Patents and Patent Applications;

Therefore, in consideration of the good and valuable consideration received by Assignor from Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

Assignor hereby assigns and transfers to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest throughout the world in, to, and under the Patents and Patent Applications, including the inventions claimed therein, and all reissuances, continuations, continuations-in-part, revisions, renewals, divisionals, extensions, reexaminations, and foreign counterparts (including patent, utility model, and industrial designs) thereof, and any and all letters patent which may be granted thereon in any jurisdiction, and all rights of action, powers, and benefits arising from ownership of the Patent and Patent Applications, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Patent Assignment had not been made, including: (i) the right to sue and recover for damages or other compensation and the right to sue and obtain other legal and/or equitable remedies in respect of all causes of action arising before, on, or after the date of this Patent Assignment, including in respect of past, present, or future infringements, and the right to fully and entirely stand in the place of the Assignor in all matters related thereto; and Assignor hereby also assigns and transfers to Assignee any claims for past use or infringement of the Patents and

Patent Applications, including claims for damages and accounting under any and all applicable law; (ii) the right to file and prosecute, in its own name, wherever so permitted by law, patent applications, including corresponding applications and foreign counterparts, based on any of the Patents and Patent Applications and to prosecute, make filings with respect to, register, defend, and maintain the Patents and Patent Applications before any patent office and governmental authority, including by filing reissues, reexaminations, divisionals, continuations, continuations-in-part, substitutes, extensions, and all other applications relating thereto; and (iii) the right to claim priority to any of the Patents and Patent Applications pursuant to the Patent Cooperation Treaty, the European Patent Convention, the International Convention for the Protection of Industrial Property, and all other treaties of like purposes.

Assignor retains no ownership rights in the Patents and Patent Applications and the rights transferred to Assignee under this Patent Assignment.

Assignee may apply for and receive patents in its own name in respect of the Patents and Patent Applications and any inventions described therein wherever so permitted by law.

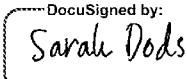
As used in this Patent Assignment, "including" is not intended to be exclusive, or to limit the generality of the preceding words, and means "including, without limitation."

This Patent Assignment shall be binding upon and shall inure to the benefit of the parties and their respective successors and assigns. This Patent Assignment shall be governed by, and construed in accordance with, the laws of the United States in respect to patent issues and in all other respects by the laws of the State of California, without giving effect to the conflict of laws rules thereof.

This Patent Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute a single instrument.

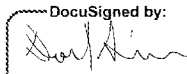
In Witness Whereof, Assignor has caused this Patent Assignment to be executed by its duly authorized representative on this sixth day of April.

CQuotient, Inc.

By: 
Name: Sarah Dods
Title: President
Date: April 6, 2020 | 13:08 PDT

Assignee hereby accepts receipt of the entire right, title, and interest in and to the Patents and Patent Applications.

salesforce.com, inc.

By: 
Name: David Simon
Title: Senior Vice President, Intellectual Property
Date: April 13, 2020 | 08:36 PDT

SCHEDULE A

Country	Application Number	Patent No.	App Title
US	14/177,618	9608942	DIGITAL DATA PROCESSING METHODS AND APPARATUS FOR THE AUTOMATED GENERATION OF PERSONALIZED DIGITAL CONTENT
US	15/454,550	10559015	DIGITAL DATA PROCESSING METHODS AND APPARATUS FOR THE AUTOMATED GENERATION OF PERSONALIZED DIGITAL CONTENT
PCT	PCT/US2015/014273		DIGITAL DATA PROCESSING METHODS AND APPARATUS FOR THE AUTOMATED GENERATION OF PERSONALIZED DIGITAL CONTENT
EP	2015748468	6588023	DIGITAL DATA PROCESSING METHODS AND APPARATUS FOR THE AUTOMATED GENERATION OF PERSONALIZED DIGITAL CONTENT
JP	2016551266	2017506786	DIGITAL DATA PROCESSING METHODS AND APPARATUS FOR THE AUTOMATED GENERATION OF PERSONALIZED DIGITAL CONTENT
US	13/407,393	8943060	SYSTEMS, METHODS AND APPARATUS FOR IDENTIFYING LINKS AMONG INTERACTIONAL DIGITAL DATA
PCT	PCT/US2013/025735		SYSTEMS, METHODS AND APPARATUS FOR IDENTIFYING LINKS AMONG INTERACTIONAL DIGITAL DATA
EP	2013754574		SYSTEMS, METHODS AND APPARATUS FOR IDENTIFYING LINKS AMONG INTERACTIONAL DIGITAL DATA
HK	15104368		SYSTEMS, METHODS AND APPARATUS FOR IDENTIFYING LINKS AMONG INTERACTIONAL DIGITAL DATA
JP	2014559910	6145461	SYSTEMS, METHODS AND APPARATUS FOR IDENTIFYING LINKS AMONG INTERACTIONAL DIGITAL DATA
CA	2863722	2863722	SYSTEMS, METHODS AND APPARATUS FOR IDENTIFYING LINKS AMONG INTERACTIONAL DIGITAL DATA