

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT6966367

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
LAURA J. DESOTO	05/05/2008
KRISTI ANN ADKINSON	05/05/2008
VENKAT R. ACHANTA	05/05/2008
FELICIA PENG	05/02/2008
MICHELE M. BODDA	05/02/2008
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	EXPERIAN INFORMATION SOLUTIONS, INC.
<b>Street Address:</b>	475 ANTON BLVD.
<b>City:</b>	COSTA MESA
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92626
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	16907060
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(949)760-9502
<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>	9497600404
<b>Email:</b>	efiling@knobbe.com
<b>Correspondent Name:</b>	KNOBBE MARTENS OLSON & BEAR, LLP
<b>Address Line 1:</b>	2040 MAIN STREET
<b>Address Line 2:</b>	14TH FLOOR
<b>Address Line 4:</b>	IRVINE, CALIFORNIA 92614
<b>ATTORNEY DOCKET NUMBER:</b>	EXP.075C5
<b>NAME OF SUBMITTER:</b>	KEITH LIM
<b>SIGNATURE:</b>	/Keith M. Lim/
<b>DATE SIGNED:</b>	10/13/2021
<b>Total Attachments: 10</b>	

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Application No.: 12/022,874

Filing Date: January 30, 2008

**ASSIGNMENT AGREEMENT**

THIS ASSIGNMENT AGREEMENT ("Agreement") is effective as of the 5<sup>th</sup> day of May, 2008 and is by Laura J. DeSoto, a US citizen, residing at 1101 Grove Lane, Newport Beach, CA 92660, Michele M. Bodda, a US citizen, residing at 130 Briarwood, Irvine, CA 92604, Kristi Ann Adkinson, a US citizen, residing at 630 Webster Street, Algonquin, IL 60102, Venkat R. Achanta, a US citizen, residing at 54 Asbury, Irvine, CA 92602 and Felicia Peng, a Canadian citizen, residing at 197 Rhapsody, Irvine, CA 92620 (hereinafter, collectively referred to as "ASSIGNOR").

WHEREAS, ASSIGNOR has conceived of an invention ("Invention") disclosed in a patent application entitled SYSTEMS AND METHODS FOR PROVIDING A DIRECT MARKETING CAMPAIGN PLANNING ENVIRONMENT and filed in the United States Patent and Trademark Office, on January 30, 2008 as Application No. 12/022,874 ("Application");

WHEREAS, Experian Information Solutions, Inc., an Ohio Corporation, having offices at 475 Anton Boulevard, Costa Mesa, CA 92626 ("ASSIGNEE") desires to acquire and confirm the entire right, title, and interest in and to the Invention and the Application, as well as all related intellectual property rights as further set forth herein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR agrees to assign and does hereby assign, transfer, and set over to ASSIGNEE, its successors, legal representatives, and assigns, to the extent not already done so to ASSIGNEE, the entire right, title, and interest throughout the world in and to each of the following:

A. The Invention, including without limitation any improvements thereto, whether conceived and/or reduced to practice by ASSIGNOR alone or jointly with anyone else;

B. The Application, including without limitation any of ASSIGNOR'S inventions that may be disclosed therein, and any other applications in which the Invention is disclosed; all provisional and nonprovisional applications relating to the Application or claiming the benefit thereof that have been or may hereafter be filed in the United States or in any foreign country and all continuations, divisionals, and continuations in part of the Application (collectively, "Related Applications"); and all U.S. and foreign patents which may be granted on the Application and the Related Applications, and all reissues, re-examinations, and extensions of such patents.

C. Any other related intellectual property rights such as, but not limited to, copyright rights, copyrightable subject matter, know how, trade secrets, copyright registrations, reproduction rights, and waives any and all moral rights under 17 U.S.C. § 106A or otherwise.

D. Those items of ASSIGNOR'S tangible property embodying or describing the Invention, including without limitation all documents, drawings, prototypes, models, test results, designs, materials, computer programs and data, and the like, which, if not presently in the possession of ASSIGNEE, will be delivered to ASSIGNEE immediately upon request.

E. All causes of action for infringement of, all damages for, and all remedies for all rights related to the Invention, the Application, and/or the Related Applications, and all legal rights to enforce the same against third parties and to retain the entire proceeds therefrom, whether accruing before or after this Assignment.

ASSIGNOR AGREES, without further consideration or compensation, to communicate to ASSIGNEE, its successors, legal representatives, and assigns any facts of which ASSIGNOR has knowledge respecting the Invention, Application, or Related Applications; to assist in the preparation of any other applications relating to the invention, to testify in any legal proceeding; to sign all documents, make all rightful oaths and declarations; and to generally do everything possible to aid ASSIGNEE, its successors, legal representatives, and assigns in obtaining and enforcing patents for the Invention in all countries. ASSIGNEE agrees to reimburse ASSIGNOR'S reasonable expenses in carrying out his/her obligations under this Agreement, but only upon ASSIGNEE'S prior written approval of such expenses which in no event shall include ASSIGNOR'S time or legal expense.

**AND ASSIGNOR FURTHER AGREES AS FOLLOWS:**

A. This Agreement is binding on ASSIGNOR, its officers, agents, employees, heirs, successors, assigns, affiliates, and those entities acting under its direction and control, and shall inure to the benefit of ASSIGNEE, its successors and assigns. This Agreement, and the rights and obligations arising hereunder, are not assignable or transferable by ASSIGNOR, by operation of law or otherwise, and any attempt to do so shall be null and void. This Agreement is fully assignable by ASSIGNEE. The obligations set forth in this Agreement shall survive the term of any employment agreement or any other affiliation between the ASSIGNEE and ASSIGNOR.

B. If ASSIGNOR cannot be located or is unable or unwilling to sign documents as required hereunder, ASSIGNOR agrees to and does hereby appoint ASSIGNEE as ASSIGNOR'S attorney-in-fact for the limited purpose of executing all documents and performing all other acts necessary to give effect and legality to the provisions of this Agreement. ASSIGNOR acknowledges that this appointment is coupled with an interest and is irrevocable.

C. This Agreement shall be governed and construed in accordance with the laws of the state of California, U.S.A. without regard to conflicts of law provisions. The exclusive jurisdiction for any legal proceeding regarding this Agreement shall be in the in the state or federal courts of California, in the county of Orange, and the parties expressly agree that jurisdiction and venue are proper in said courts. In the event that any legal action becomes necessary to enforce or interpret the terms of this Agreement, the prevailing party shall be entitled, in addition to its court costs, to such reasonable attorneys' fees, expert witness fees and legal expenses as shall be fixed by a court of competent jurisdiction.

D. ASSIGNOR acknowledges that, to the best of his or her knowledge, the Invention is patentable, and further agrees not to take any action, or to assist or request any third party, in, challenging or opposing, on any grounds whatsoever, ASSIGNEE'S rights granted under this Agreement, or the validity or enforceability of such rights. ASSIGNOR further acknowledges that ASSIGNEE'S patent counsel presenting this Agreement does not represent ASSIGNOR personally, and ASSIGNOR has the right to seek independent counsel of his or her choosing. No course of conduct or dealing between the parties shall act as an amendment, modification or waiver of any provision of this Agreement, and only an amendment, modification or waiver which is contained in a written agreement signed by both ASSIGNEE and ASSIGNOR shall be effective.

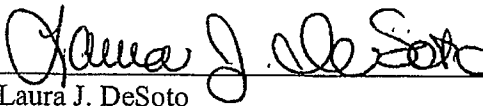
Application No.: 12/022,874  
Filing Date: January 30, 2008

ASSIGNMENT AGREEMENT

Client Code: EXP.075A

Page 3

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5th day of May, 2008.

  
\_\_\_\_\_  
Laura J. DeSoto

STATE OF \_\_\_\_\_ }  
COUNTY OF \_\_\_\_\_ } ss.

*Please see attached.*

On \_\_\_\_\_, before me, M.J., notary public, personally appeared Laura J. DeSoto who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

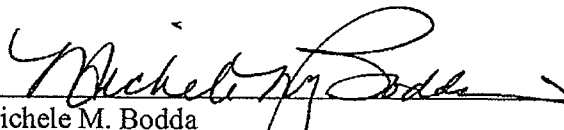
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

\_\_\_\_\_  
Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 2nd day of May, 2008.

  
\_\_\_\_\_  
Michele M. Bodda

STATE OF \_\_\_\_\_ }  
COUNTY OF \_\_\_\_\_ } ss.

*Please see attached.*

On \_\_\_\_\_, before me, M.J., notary public, personally appeared Michele M. Bodda who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

\_\_\_\_\_  
Notary Signature

## CALIFORNIA JURAT WITH AFFIANT STATEMENT

- ☒ See Attached Document (Notary to cross out lines 1-6 below)  
☐ See Statement Below (Lines 1-5 to be completed only by document signer[s], not Notary)

1 \_\_\_\_\_  
2 \_\_\_\_\_  
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6 \_\_\_\_\_

Signature of Document Signer No. 1 \_\_\_\_\_ Signature of Document Signer No. 2 (if any) \_\_\_\_\_

State of California

County of Orange



Subscribed and sworn to (or affirmed) before me on this

2nd day of May, 2008, by  
Date Month Year

(1) Michele M. Bodda  
Name of Signer

proved to me on the basis of satisfactory evidence  
to be the person who appeared before me (✓)

(and

(2) \_\_\_\_\_  
Name of Signer  
proved to me on the basis of satisfactory evidence  
to be the person who appeared before me.)

Signature Marina Velardi  
Signature of Notary Public

Place Notary Seal Above

### OPTIONAL

*Though the information below is not required by law, it may prove  
valuable to persons relying on the document and could prevent  
fraudulent removal and reattachment of this form to another document.*

#### Further Description of Any Attached Document

Title or Type of Document: \_\_\_\_\_

Document Date: \_\_\_\_\_ Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: \_\_\_\_\_

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OF SIGNER #1  
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RIGHT THUMBPRINT  
OF SIGNER #2  
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## CALIFORNIA JURAT WITH AFFIANT STATEMENT

- ☒ See Attached Document (Notary to cross out lines 1-6 below)  
☐ See Statement Below (Lines 1-5 to be completed only by document signer[s], *not* Notary)

1 \_\_\_\_\_  
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4 *m.v.* \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_  
Signature of Document Signer No. 1 Signature of Document Signer No. 2 (if any)

State of California

County of Orange

Subscribed and sworn to (or affirmed) before me on this

5<sup>th</sup> day of May, 2008, by  
Date Month Year  
(1) Laura J. DeSoto,  
Name of Signer

proved to me on the basis of satisfactory evidence  
to be the person who appeared before me (.) *(/)*

(and *m.v.*)  
(2) \_\_\_\_\_  
Name of Signer

proved to me on the basis of satisfactory evidence  
to be the person who appeared before me.)

Signature Marina Velardi  
Signature of Notary Public



Place Notary Seal Above

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Title or Type of Document: m.v.

Document Date: \_\_\_\_\_ Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: \_\_\_\_\_

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RIGHT THUMBPRINT OF SIGNER #2
Top of thumb here

## ASSIGNMENT AGREEMENT

Application No.: 12/022,874

Client Code: EXP.075A

Filing Date: January 30, 2008

Page 4

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5<sup>th</sup> day of May, 2008.

Kristi Ann Adkinson

Kristi Ann Adkinson

STATE OF

COUNTY OF

ss.

On May 5, 2008, before me, Catherine M. Ekedahl, notary public, personally appeared Kristi Ann Adkinson who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

OFFICIAL SEAL  
CATHERINE M. EKEDAH  
NOTARY PUBLIC - STATE OF ILLINOIS  
MY COMMISSION EXPIRES JANUARY 22, 2011

Catherine M. Ekedahl  
Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this \_\_\_\_ day of \_\_\_\_\_, 2008.

Venkat R. Achanta

STATE OF

COUNTY OF

ss.

On \_\_\_\_\_, before me, \_\_\_\_\_, notary public, personally appeared Venkat R. Achanta who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

\_\_\_\_\_  
Notary Signature

PATENT

REEL: 057779 FRAME: 0475



Application No.: 12/022,874  
Filing Date: January 30, 2008

ASSIGNMENT AGREEMENT

Client Code: EXP.075A

Page 4

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

STATE OF \_\_\_\_\_ }  
COUNTY OF \_\_\_\_\_ } ss.

\_\_\_\_\_  
Kristi Ann Adkinson

On \_\_\_\_\_, before me, \_\_\_\_\_, notary public, personally appeared Kristi Ann Adkinson who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

\_\_\_\_\_  
Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 05<sup>th</sup> day of May, 2008.

*[Signature]* 05/05/08  
Venkat R. Achanta

STATE OF \_\_\_\_\_ }  
COUNTY OF \_\_\_\_\_ } ss.

*Please see attached.*

On \_\_\_\_\_, before me, M.V., notary public, personally appeared Venkat R. Achanta who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

*[Signature]*  
Notary Signature

# CALIFORNIA JURAT WITH AFFIANT STATEMENT

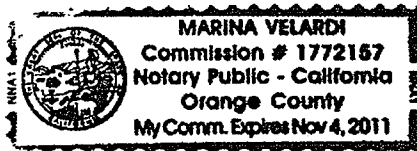
- ☒ See Attached Document (Notary to cross out lines 1-6 below)  
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Signature of Document Signer No. 1 \_\_\_\_\_ Signature of Document Signer No. 2 (If any) \_\_\_\_\_

State of California

County of Orange



Subscribed and sworn to (or affirmed) before me on this

5<sup>th</sup> day of May, 2008, by  
Date Month Year

(1) Venket R. Achanta  
Name of Signer

proved to me on the basis of satisfactory evidence  
to be the person who appeared before me (.) (X)

(and  
(2) mw  
Name of Signer

~~proved to me on the basis of satisfactory evidence~~  
~~to be the person who appeared before me.)~~

Signature Marina Velardi  
Signature of Notary Public

Place Notary Seal Above

## OPTIONAL

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valuable to persons relying on the document and could prevent  
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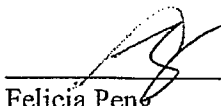
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Filing Date: January 30, 2008

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Client Code: EXP.075A

Page 5

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 2nd day of May, 2008.

  
\_\_\_\_\_  
Felicia Peng

STATE OF

COUNTY OF

} ss.

*Please see attached.*

On \_\_\_\_\_, before me, \_\_\_\_\_, notary public, personally appeared Felicia Peng who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct. *miv.*

WITNESS my hand and official seal.

[SEAL]

\_\_\_\_\_  
Notary Signature

4819719  
012908

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*[Signature]*

Signature of Document Signer No. 1

Signature of Document Signer No. 2 (if any)

State of California

County of Orange

Subscribed and sworn to (or affirmed) before me on this

2nd day of May, 2008, by  
Date Month Year

(1) Felicia Perry  
Name of Signer

proved to me on the basis of satisfactory evidence  
to be the person who appeared before me (.) ☒

(and)  
(2) [Signature]  
Name of Signer

proved to me on the basis of satisfactory evidence  
to be the person who appeared before me.)

Signature Marina Velardi  
Signature of Notary Public



Place Notary Seal Above

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RIGHT THUMBPRINT  
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RIGHT THUMBPRINT  
OF SIGNER #2  
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