

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	04/30/2013
CONVEYING PARTY DATA	
Name	Execution Date
MyPublisher Inc.	04/30/2013
RECEIVING PARTY DATA	
Name:	Shutterfly, Inc
Street Address:	2800 Bridge Parkway
City:	Redwood City
State/Country:	CALIFORNIA
Postal Code:	94065
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	D505975
CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	xwen@shutterfly.com
Correspondent Name:	Xin Wen
Address Line 1:	2800 Bridge Parkway
Address Line 4:	Redwood City, CALIFORNIA 94065
ATTORNEY DOCKET NUMBER:	MYPUBLISHER PATENT RECORD
NAME OF SUBMITTER:	Xin Wen
Signature:	/Xin Wen/
Date:	05/08/2013
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 2	
source=MyPublisher_Patent_Recordation_form_signed#page1.tif	
source=D505975_sb0096_signed#page1.tif	

OP \$40.00 D505975

RECORDATION FORM COVER SHEET
PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

MyPublisher, Inc.
a New York Corporation, located at 845 Third Avenue, New York,
NY 10022

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 4/29/2013

- ☐ Assignment ☒ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: Shutterfly, Inc.

Internal Address: _____

Street Address: 2800 Bridge Parkway

City: Redwood City

State: CA

Country: USA Zip: 94065

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

D505,975

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Dr. Xin Wen

Internal Address: Shutterfly, Inc.

Street Address: 2800 Bridge Parkway

City: Redwood City

State: CA Zip: 94065

Phone Number: 650-610-3522

Fax Number: _____

Email Address: xwen@shutterfly.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$~~46~~

- ☐ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☒ Enclosed
☐ None required (government interest not affecting file)

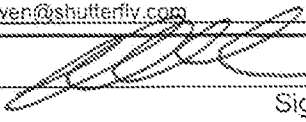
8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:


Signature

4/30/2013

Date

Dwight Blaha, Chief Operating Officer, MYPUBLISHER INC.

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-8995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: MYPUBLISHER INC.Application No./Patent No.: 0505975 Filed/Issue Date: 06/07/2005Entitled: BOOK COVERMYPUBLISHER INC., a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest
(The extent (by percentage) of its ownership interest is _____ %)

in the patent application/patent identified above by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: NAVARRE, CARL To: MYPUBLISHER INC.

The document was recorded in the United States Patent and Trademark Office at
Reel 015454, Frame 0969, or for which a copy thereof is attached.

2. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

3. From: _____ To: _____

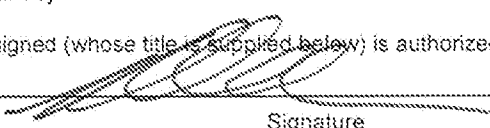
The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.



Signature

4/20/2013

Date

Dwight Blaha

Printed or Typed Name

Telephone Number

Chief Operating Officer, MYPUBLISHER INC.

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-5199 and select option 2.

PATENT**RECORDED: 05/08/2013****REEL: 030373 FRAME: 0707**