

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Anurag Bhardwaj</td> <td>10/29/2012</td> </tr> <tr> <td>Wei Di</td> <td>10/29/2012</td> </tr> <tr> <td>Vignesh Jagadeesh</td> <td>10/18/2012</td> </tr> <tr> <td>Robinson Piramuthu</td> <td>10/19/2012</td> </tr> <tr> <td>Neelakantan Sundaresan</td> <td>10/29/2012</td> </tr> </tbody> </table>		Name	Execution Date	Anurag Bhardwaj	10/29/2012	Wei Di	10/29/2012	Vignesh Jagadeesh	10/18/2012	Robinson Piramuthu	10/19/2012	Neelakantan Sundaresan	10/29/2012
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Neelakantan Sundaresan	10/29/2012												
RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>eBay Inc.</td> </tr> <tr> <td>Street Address:</td> <td>P.O. Box 2938</td> </tr> <tr> <td>City:</td> <td>San Jose</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95125</td> </tr> </table>		Name:	eBay Inc.	Street Address:	P.O. Box 2938	City:	San Jose	State/Country:	CALIFORNIA	Postal Code:	95125		
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PROPERTY NUMBERS Total: 1													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13631839</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13631839								
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CORRESPONDENCE DATA													
<p>Fax Number:</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: Request@SLWIP.COM</p> <p>Correspondent Name: Schwegman, Lundberg & Woessner, P.A.</p> <p>Address Line 1: P.O. Box 2938</p> <p>Address Line 4: Minneapolis, MINNESOTA 55402</p>													
ATTORNEY DOCKET NUMBER:	2043.B69US1												
NAME OF SUBMITTER:	Brandy Getty												
Signature:	/Brandy Getty/												

Date:

06/03/2013

Total Attachments: 8

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RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 2043.B69US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Anurag Bhardwaj, Wei Di, Vignesh Jagadeesh, Robinson
Piramuthu, Neelakantan Sundaresan

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: October 29, 2012, October 29, 2012,
October 18, 2012, October 19, 2012, October 29, 2012

2. Name and address of receiving party(ies):

Name: eBay Inc.

Street Address: 2145 Hamilton Avenue

City: San Jose State: CA Zip: 95125
Country: United States of America

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

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 13/631,839, filed September 28, 2012

Additional numbers attached? ☐ Yes ☒ No

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

Name: Katherine D. Lee

Address:

Schwegman, Lundberg & Woessner, P.A.
P.O. Box 2938
Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41):\$ 40.00

☐ Enclosed

☒ Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over
payments to our Deposit Account No.: 19-0743

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy
of the original document.

Katherine D. Lee/Reg. No. 44,865

/Katherine D. Lee/

June 3, 2013

Name of Person Signing

Signature

Date

Total number of pages including cover sheet: 8

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Mail Stop Assignment Recordation Services
P.O. Box 1450
Alexandria, VA 22313-1450

PATENT
REEL: 030535 FRAME: 0949

ASSIGNMENT

WHEREAS, Anurag Bhardwaj, Wei Di, Vignesh Jagadeesh, Robinson Piramuthu, Neelakantan Sundaresan (hereinafter the "Undersigned") has [have] made one or more inventions and other subject matter (hereinafter collectively referred to as the "Invention") which are described in a patent application filed on September 28, 2012, which application was assigned US patent application serial number 13/631,839, and which is titled COMPLEMENTARY ITEM RECOMMENDATIONS USING IMAGE FEATURE DATA; which are described in a patent application filed on December 5, 2011, which application was assigned US application serial number 61/567,050, and which is titled SYSTEM AND METHOD FOR IMAGE RECOGNITION-FACILITATED COMMERCE AND MOBILE COMMERCE; which are described in a patent application filed on November 2, 2011, which application was assigned US application serial number 61/554,890, and which is titled SYSTEM AND METHOD FOR FACILITATING IMAGE-BASED COMMERCE AND MOBILE COMMERCE; which are described in a patent application filed on September 30, 2011, which application was assigned US application serial number 61/541,970, and which is titled SYSTEM AND METHOD FOR FACILITATING IMAGE-BASED COMMERCE AND MOBILE COMMERCE.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency, and adequacy of which are hereby acknowledged by the Undersigned, the Undersigned do hereby irrevocably and unconditionally:

CONVEY, ASSIGN, AND TRANSFER to eBay Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at 2145 Hamilton Avenue, San Jose, CA 95125, the Undersigned's entire right, title, and interest for the United States and all foreign countries and jurisdictions in and to:

the Invention which is disclosed in the above-identified application or applications;

such application or applications, and all divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other applications for a patent or patents which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries and jurisdictions based in whole or in part on any of such Invention (including any application for a utility model or an innovation patent application);

all original and reissued patents which have been or shall be issued in the United States and all foreign countries and jurisdictions based in whole or in part on any of such Invention;

including the right to claim priority to the above-identified patent application or applications in relation to subject matter based in whole or in part on the above-identified patent application or applications and any of the foregoing including the right to file foreign applications under the provisions of any convention or treaty;

and including the right to all causes of action, remedies, and other enforcement rights related to the above-identified application or applications, including without limitation the right to sue for past, present, or future infringement, misappropriation, or violation of any and all rights related to the above-

Assignment

Assignors: Anurag Bhardwaj et al.

Title: COMPLEMENTARY ITEM RECOMMENDATIONS USING IMAGE FEATURE DATA

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Docket No: 2043.B69US1

Client Ref. No. P1371US3

identified patent application or applications and any of the foregoing, including the right to obtain and collect damages for past, present, or future infringement;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such Invention to the Assignee;

AUTHORIZE AND REQUEST that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 49845 may (directly or through his/her designee) delete, insert, or alter any information related to the above-identified patent application or applications or any of the foregoing, after execution of this Assignment;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or shall be made to others by the Undersigned, and that the full right to convey the same as herein expressed is possessed by the Undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the Undersigned shall (1) execute all provisional, non-provisional, divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other patent applications for the Invention; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers for the Invention; (3) communicate to the Assignee all facts known to the Undersigned relating to the Invention and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for the Invention; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such Invention in the Assignee, or for securing, maintaining and enforcing proper patent protection for the Invention;

COVENANT, that should any provision of this agreement be held unenforceable by an authority of competent jurisdiction, such a ruling shall not affect the validity and enforceability of the remaining provisions. To the extent that any such provision is found to be unenforceable, the Undersigned, when requested and without compensation shall act in good faith to substitute for such provision a new provision with content and purpose as close as possible to the provision deemed unenforceable.

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives, and successors of the Undersigned, and is to extend to the benefit of the successors, assigns, and nominees of the Assignee.

AGREED as of the date of my signature below:

Assignment

Assignors: Anurag Bhardwaj et al.

Title: COMPLEMENTARY ITEM RECOMMENDATIONS USING IMAGE FEATURE DATA

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Docket No. 2043 B69US1

Client Ref. No. P1371US3

Assignor:

(Signature): Anurag

Name: Anurag Bhardwaj

City/State: Sunnyvale, CA

Date: 10/28/2012

Assignment

Assignors: Anurag Bhardwaj et al.

Title: COMPLEMENTARY ITEM RECOMMENDATIONS USING IMAGE FEATURE DATA

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Docket No: 2043.B69US1

Client Ref. No. P1371US3

Assignor:

(Signature): Wei Di

Name: Wei Di

City/State: San Jose, CA

Date: Oct 29, 2012

Assignment

Assignors: Anirag Bhattacharya et al.

Title: COMPLEMENTARY ITEM RECOMMENDATIONS USING IMAGE FEATURE DATA

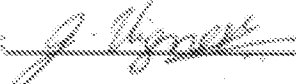
Page 1 of 7

Docket No: 2013.049051

Client Ref. No. PH371US3

Assignor:

(Signature):



Name: Vignesh Jagadeesh

City/State: Goleta, CA

Date:

10/18/2012

Assignment

Assignors: Anurag Bhardwaj et al.

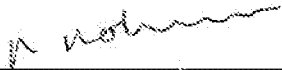
Title: COMPLEMENTARY ITEM RECOMMENDATIONS USING IMAGE FEATURE DATA

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Docket No: 2043.B69US1

Client Ref. No. P1371US3

Assignor:

(Signature): 

Name: Robinson Piramuthu

City/State: Oakland, CA

Date: 10/19/2012

Assignment

Assignors: Anurag Bhardwaj et al.

Title: COMPLEMENTARY ITEM RECOMMENDATIONS USING IMAGE FEATURE DATA

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Docket No. 2043.B69US1

Client Ref. No. P1371US3

Assignor:

(Signature):



Name: Neelakantan Sundaresan

City/State: Mountain View, CA

Date:

Oct 29, 2012