

PATENT ASSIGNMENT

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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>Erik Bernhardsson</td> <td>06/04/2013</td> </tr> <tr> <td>Kevin Faaborg</td> <td>06/04/2013</td> </tr> <tr> <td>Yinghao Li</td> <td>06/04/2013</td> </tr> </tbody> </table>		Name	Execution Date	Erik Bernhardsson	06/04/2013	Kevin Faaborg	06/04/2013	Yinghao Li	06/04/2013
Name	Execution Date								
Erik Bernhardsson	06/04/2013								
Kevin Faaborg	06/04/2013								
Yinghao Li	06/04/2013								
RECEIVING PARTY DATA									
Name:	Spotify AB								
Street Address:	Birger Jarlsgatan 61								
Internal Address:	10 tr								
City:	Stockholm								
State/Country:	SWEDEN								
Postal Code:	113 56								
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>13910981</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13910981				
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Application Number:	13910981								
CORRESPONDENCE DATA									
Fax Number:									
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Email:	rchudasama@morganlewis.com								
Correspondent Name:	Morgan, Lewis & Bockius LLP								
Address Line 1:	3000 El Camino Real, Suite 700								
Address Line 2:	2 Palo Alto Square								
Address Line 4:	Palo Alto, CALIFORNIA 94306								
ATTORNEY DOCKET NUMBER:	020143-5008-US								
NAME OF SUBMITTER:	Douglas J. Crisman								
Signature:	/ Douglas J. Crisman /								
Date:	06/17/2013								
Total Attachments: 1 source=020143-5008-US_Assignment#page1.tif									

CH \$40.00 13910981

ASSIGNMENT

WHEREAS, WE, **Erik Bernhardsson**, citizen of Sweden, residing in New York, NY; **Kevin Faaborg**, citizen of United States of America, residing in New York, NY; and **Yinghao Li**, citizen of Hong Kong, residing in New York, NY, ASSIGNORS, are the inventors of the invention in **Systems and Methods of Selecting Content Items**, described in an application for a Patent of the United States

- which is executed on even date herewith
 which is identified by Morgan, Lewis & Bockius LLP docket no. 020143-5008-US
 which was filed on _____, Application No. _____
 which claims priority on U.S. Provisional Patent Application No(s). 61/657,637 filed on June 8, 2012
 We hereby authorize and request our attorney, Douglas J. Crisman, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number 13/910,981, filed June 5, 2013) the filing date and application number of said application when known.

and WHEREAS, **Spotify AB**, ASSIGNEE, having a place of business at Birger Jarlsgatan 61, 10tr, 113 56 Stockholm, Sweden, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, let it be known that for and in consideration of the sum of One Dollar (\$1.00) to me paid, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and any substitute applications therefore, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; the said United States provisional patent application(s), if any, on which the said United States application claims priority; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application and said United States provisional patent application(s), if any, under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;


AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.


AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.


Date June 4, 2013


 _____ L.S.
ERIK BERNHARDSSON

Date JUNE 4 2013


 _____ L.S.
KEVIN FAABORG

Date Jun 4 2013


 _____ L.S.
YINGHAO LI

PATENT