

## PATENT ASSIGNMENT COVER SHEET

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<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JASON R HOWLETT	03/13/2012
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ZAPPOS IP, INC.
<b>Street Address:</b>	2280 CORPORATE CIRCLE
<b>Internal Address:</b>	SUITE 100
<b>City:</b>	HENDERSON
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89074
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14619385
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(770)951-0933
<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>	7709339500
<b>Email:</b>	kayla.bruce@thomashorstemeyer.com
<b>Correspondent Name:</b>	ARVIND REDDY
<b>Address Line 1:</b>	400 INTERSTATE NORTH PARKWAY
<b>Address Line 2:</b>	SUITE 1500
<b>Address Line 4:</b>	ATLANTA, GEORGIA 30339
<b>ATTORNEY DOCKET NUMBER:</b>	170111-1091
<b>NAME OF SUBMITTER:</b>	ARVIND REDDY
<b>SIGNATURE:</b>	/Arvind Reddy/
<b>DATE SIGNED:</b>	04/29/2015
<b>Total Attachments: 3</b>	
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U.S. Patent Appl. No. 13/423,762  
Filing Date 03/19/2012

Attorney Docket No. 170111-1090  
Client Docket No. REG136411 2011PT

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

Jason R. Howlett  
2280 Corporate Circle, #100  
Henderson, NV 89074

Assignee:

Zappos IP, Inc.  
2280 Corporate Circle, #100  
Henderson, NV 89074

**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
"CAPTURING AND PUBLISHING PRODUCT IMAGERY," or which;

a non-provisional application for United States Letters Patent:

was filed on \_\_\_\_\_ and accorded U.S. Serial No. \_\_\_\_\_; or

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby  
authorizes and requests ASSIGNEE'S legal representatives, of Thomas Kayden  
Horstemeyer & Risley, L.L.P., associated with Customer No. 71247, to insert here in  
parenthesis (U.S. Serial No. 13/423,762, filed 03/19/2012) this  
APPLICATION's U.S. Serial Number and filing date, when known.

WHEREAS, Zappos IP, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of  
Delaware, is desirous of acquiring the entire right, title and interest in and to the invention and in and to  
any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is  
hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors

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and assigns, the entire right, title and interest in and to said invention and improvements, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

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**Signed:**

  
\_\_\_\_\_  
Jason R. Howlett

3-13-12  
\_\_\_\_\_  
Date

**Witnessed By:**

  
\_\_\_\_\_  
Witness

3.13.12  
\_\_\_\_\_  
Date

  
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Witness

3/13/12  
\_\_\_\_\_  
Date