

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3443191

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MR. BENJAMIN KATZ	02/28/2011
MS CHERYL KAPLAN	02/28/2011
RECEIVING PARTY DATA	
Name:	RUELALA, INC.
Street Address:	20 CHANNEL CENTER, THIRD FLOOR
City:	BOSTON
State/Country:	MASSACHUSETTS
Postal Code:	02210
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12981064
CORRESPONDENCE DATA	
Fax Number:	
<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>	
Phone:	5132412324
Email:	thumphrey@whe-law.com
Correspondent Name:	THOMAS W. HUMPHREY
Address Line 1:	2700 CAREW TOWER
Address Line 2:	441 VINE STREET
Address Line 4:	CINCINNATI, OHIO 45246
ATTORNEY DOCKET NUMBER:	SMART-50
NAME OF SUBMITTER:	THOMAS W. HUMPHREY
SIGNATURE:	/ Thomas W. Humphrey /
DATE SIGNED:	07/17/2015
Total Attachments: 6	
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ASSIGNMENT BY INVENTORS

THIS ASSIGNMENT, made this 10th day of Feburary, 2011, by Benjamin Katz and Cheryl Kaplan (hereinafter referred to as Assignors), residing at 174 Elm Street, #1, Cambridge, Massachusetts 02140; and 20 Channel Center, Third Floor, Boston, Massachusetts 02210, respectively;

WHEREAS, Assignors have invented certain new and useful improvements in METHOD AND SYSTEM FOR SELLING PRODUCTS OVER A COMMUNICATIONS NETWORK, set forth in a Patent application for Letters Patent of the United States, already filed on December 29, 2010 as U.S. Application No. 12/981,064; and

WHEREAS, RUELALA, INC., a corporation organized under and pursuant to the laws of Delaware having its principal place of business at 20 Channel Center, Third Floor, Boston, Massachusetts 02210, (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefore and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

AND for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

AND Assignors hereby request the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

WOOD, HERRON & EVANS, LLP

All practitioners at Customer Number 26875

AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

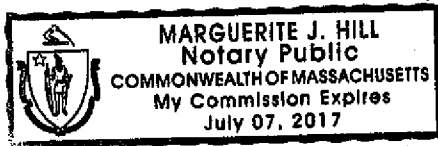
B/Katz

Benjamin Katz

Date: _____

United States of America)
State of Massachusetts) ss.:
County of Suffolk)

On this 28th day of February, 2011, before me personally came Benjamin Katz, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



Marguerite Hill
Notary Public

Cheryl Kaplan

Date: _____

United States of America)
State of _____) ss.:
County of _____)

On this _____ day of _____, before me personally came Cheryl Kaplan, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

ASSIGNMENT BY INVENTORS

THIS ASSIGNMENT, made this 10th day of February, 2011, by Benjamin Katz and Cheryl Kaplan (hereinafter referred to as Assignors), residing at 174 Elm Street, #1, Cambridge, Massachusetts 02140; and 20 Channel Center, Third Floor, Boston, Massachusetts 02210, respectively;

WHEREAS, Assignors have invented certain new and useful improvements in **METHOD AND SYSTEM FOR SELLING PRODUCTS OVER A COMMUNICATIONS NETWORK**, set forth in a Patent application for Letters Patent of the United States, already filed on December 29, 2010 as U.S. Application No. 12/981,064; and

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NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

AND for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, to the best of their respective information and belief, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is upon information and belief, lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon is, upon information and belief, lawful and desirable.

AND Assignors hereby request the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

WOOD, HERRON & EVANS, LLP

All practitioners at Customer Number 26875

AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

Benjamin Katz

Date: _____

United States of America)
State of _____) ss.:
County of _____)

On this _____ day of _____, _____, before me personally came Benjamin Katz, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public




Cheryl Kaplan

Date: _____

United States of America)
State of Massachusetts) ss.:
County of Suffolk)

On this 28th day of February, 2011, before me personally came Cheryl Kaplan, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



Notary Public

