

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3668669

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ARNAB SANAT KUMAR DHUA	12/15/2015
GAUTAM BHARGAVA	12/11/2015
KETAN RAMESH DESHPANDE	12/09/2015
AISHWARYA NATESH	12/09/2015
DHEERAJ SOTI	12/09/2015
MING DU	12/09/2015
COLIN JON TAYLOR	12/09/2015
RECEIVING PARTY DATA	
Name:	A9.COM, INC.
Street Address:	130 LYTTON AVE, SUITE 300
City:	PALO ALTO
State/Country:	CALIFORNIA
Postal Code:	94301-1044
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14959968
CORRESPONDENCE DATA	
Fax Number:	(415)374-2499
<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:	415-374-2300
Email:	julie.raynova@hoganlovells.com
Correspondent Name:	HOGAN LOVELLS US LLP
Address Line 1:	3 EMBARCADERO CENTER, SUITE 1500
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94111
ATTORNEY DOCKET NUMBER:	020347.021701
NAME OF SUBMITTER:	ADAM T. HIPPI
SIGNATURE:	/Adam T. Hipp/
DATE SIGNED:	12/21/2015

Total Attachments: 11

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PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 14/959,968

Attorney Docket No. 020347.021701

Filing Date December 4, 2015

Client Docket No. P29088-US

PARTIES TO THE ASSIGNMENT

Assignor(s):

Arnab Sanat Kumar Dhua
410 Terry Avenue North
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Aishwarya Natesh
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Seattle, WA 98109-5210

Gautam Bhargava
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Dheeraj Soti
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Ketan Ramesh Deshpande
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Colin Jon Taylor
410 Terry Avenue North
Seattle, WA 98109-5210

Ming Du
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

A.9.com, Inc.
130 Lytton Ave, Suite 300
Palo Alto, CA 94301-1044

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
"CONTENT RECOMMENDATION BASED ON COLOR MATCH" (Invention) for which a non-
provisional application for United States Letters Patent (Application):

- ☒ was filed on December 4, 2015 and accorded U.S. Application No. 14/959,968; or
☐ will be filed concurrently with the submission of this executed PATENT ASSIGNMENT
for recordation.

ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal representatives, of

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 14/959,968

Attorney Docket No. 020347.021701

Filing Date December 4, 2015

Client Docket No. P29088-US

Title of Invention: CONTENT RECOMMENDATION BASED ON COLOR MATCH

Inventors: Arnab Sanat Kumar Dhua, Gautam Bhargava, Ketan Ramesh Deshpande, Ming Du, Aishwarya Natesh, Dheeraj Soti, Colin Jon Taylor

Hogan Lovells US LLP, associated with Customer No. 131836, to insert in the header above and here in parentheses (U.S. Patent Application No. 14/959,968, filed December 4, 2015) this application's U.S. application number and filing date, when known.

WHEREAS, ASSIGNEE, a corporation of the State of Nevada, 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 and assigns, the entire right, title and interest in and to said Invention and any improvements thereto, 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 provisional, 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 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, as well as all other applicable patent offices throughout the world, to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S)

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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.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said Application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the Application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the Application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for

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U.S. Patent Appln. No. 14/959,968

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Inventors: **Arnab Sanat Kumar Dhua, Gautam Bhargava, Ketan Ramesh Deshpande, Ming Du, Aishwarya Natesh, Dheeraj Soti, Colin Jon Taylor**

the Invention in all countries. These provisions are binding upon ASSIGNOR's heirs, legal representatives, administrators, and assigns.

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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Inventors: **Arnab Sanat Kumar Dhua, Gautam Bhargava, Ketan Ramesh Deshpande, Ming Du, Aishwarya Natesh, Dheeraj Soti, Colin Jon Taylor**

DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

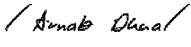
- ☐ the attached application; or
☒ United States Patent Application number 14/959,968 filed on December 4, 2015; or
☐ PCT International Application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

DocuSigned by:

6EAT8D5202A64FC...
Arnab Sanat Kumar Dhua

December 15, 2015

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 14/959,968

Attorney Docket No. 020347.021701

Filing Date December 4, 2015

Client Docket No. P29088-US

Title of Invention: CONTENT RECOMMENDATION BASED ON COLOR MATCH

Inventors: **Arnab Sanat Kumar Dhua, Gautam Bhargava, Ketan Ramesh Deshpande, Ming Du, Aishwarya Natesh, Dheeraj Soti, Colin Jon Taylor**

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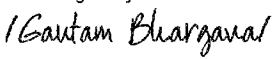
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DocuSigned by:

000000E640804AD...
Gautam Bhargava

December 11, 2015

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 14/959,968

Attorney Docket No. 020347.021701

Filing Date December 4, 2015

Client Docket No. P29088-US

Title of Invention: CONTENT RECOMMENDATION BASED ON COLOR MATCH

Inventors: **Arnab Sanat Kumar Dhua, Gautam Bhargava, Ketan Ramesh Deshpande, Ming Du, Aishwarya Natesh, Dheeraj Soti, Colin Jon Taylor**

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DocuSigned by:

040726144758468...
Ketan Ramesh Deshpande

December 9, 2015

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 14/959,968

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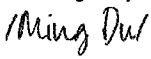
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DocuSigned by:

A200FC6A803444E...
Ming Du

December 9, 2015
Date

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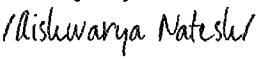
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DocuSigned by:

CCF0BE8807D420...
Aishwarya Natesh

December 9, 2015
Date

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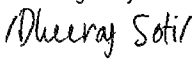
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DocuSigned by:

70E76024177145D...
Dheeraj Soti

December 9, 2015
Date

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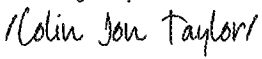
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DocuSigned by:

E004E60DB4F6401...
Colin Jon Taylor

December 9, 2015
Date