

## PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SINCLAIR HAMILTON HITCHINGS JR	03/14/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	IMAGICAL LLC
<b>Street Address:</b>	4546 B 10 CAMINO REAL
<b>Internal Address:</b>	STE 332
<b>City:</b>	LOS ALTOS
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94022
<b>PROPERTY NUMBERS Total: 3</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15069906
<b>Application Number:</b>	62297142
<b>Application Number:</b>	62137697
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<b>NAME OF SUBMITTER:</b>	BRAD BERTOGLIO
<b>SIGNATURE:</b>	/Brad Bertoglio/
<b>DATE SIGNED:</b>	03/14/2016
<b>Total Attachments: 4</b>	
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## **PATENT ASSIGNMENT AGREEMENT**

FOR VALUE RECEIVED, and other due consideration, the receipt and sufficiency of which are hereby acknowledged, I, **Sinclair Hamilton Hitchings Jr.**, of **Palo Alto, California** (also known as Hamilton Hitchings, and hereinafter sometimes referred to as "ASSIGNOR"), hereby assign, transfer and set over to:

### **Imagical LLC**

a Limited Liability Company organized and existing under the laws of Delaware, having a place of business at 4546 B 10 El Camino Real, Suite 332, Los Altos, CA 94022, U.S.A. (hereinafter sometimes referred to as "ASSIGNEE"), ASSIGNOR'S right, title and interest for the United States and all other countries, including all rights of priority under the International Convention for the Protection of Industrial Property, in and to the invention or improvement known as

**AUTOMATED TEXT LAYOUT, COLOR AND OTHER STYLIZATION ON AN IMAGE OR VIDEO, AND THE TRACKING AND APPLICATION OF USER COLOR PREFERENCES,** described in

- ☒ a patent application executed by us on the date hereof and about to be filed, subsequently assigned U.S. Appln No. 15/069,906 and filed on March 14, 2016, (blanks to be filled by ASSIGNEE or its representatives); or
- ☒ U.S. Provisional Patent Application No. 62/297,142 filed 19-FEB-2016; and  
U.S. Provisional Patent Application No. 62/137,697 filed 24-MAR-2015

together with all rights and privileges under any Letters Patents which may be granted thereon, including all rights, if any, within and throughout the entire world to sue for all past infringements, which may have occurred before the execution of this Patent Assignment Agreement.


ASSIGNOR agrees, without charge to ASSIGNEE, but at ASSIGNEE'S expense (a) to execute (i) all necessary papers to be used in connection with the aforementioned application and any additional, continuing or divisional applications, as the ASSIGNEE may

deem necessary or expedient, (ii) all papers in connection with any interference or other legal or quasilegal proceedings relating to the aforementioned application or any additional, continuing or divisional applications thereof; (iii) all papers and documents which may be necessary in connection with the preparation and filing of any foreign application or with making claims to priority rights granted under the provisions of the International Convention for the Protection of Industrial Property or similar agreements; (b) to cooperate with ASSIGNEE in every way possible in obtaining evidence and going forward in any such proceedings; and (c) to perform all other affirmative acts which may be necessary or desirable to obtain a grant of a valid patent for the design in any country throughout the world.

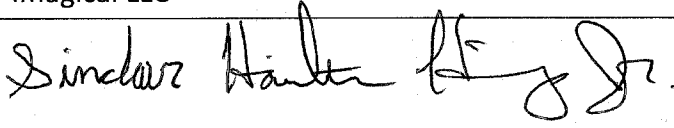
ASSIGNOR hereby authorizes and requests that the appropriate officials in any country issue any and all Letters Patent that may be granted upon any patent application or any additional, continuing or divisional applications thereof to the ASSIGNEE, its successors and assigns.

ASSIGNOR hereby covenants and warrants that he or she has full right to convey the entire worldwide right, title and interest by this instrument, free of any encumbrances and that no other agreement has been or will be executed in conflict herewith.

ASSIGNOR hereby grants to INTELINK LAW GROUP LLC, authority and power to insert on this instrument any further identification which may be necessary or desirable for the purposes of recordation in the Patent Office of the United States of America or the Patent Office of any other country.

<b>Assignor Name:</b>	Sinclair Hamilton Hitchings Jr.		
<b>Signature:</b>		<b>Date:</b>	3/14/16
<b>Residence Address:</b>	Palo Alto, CA	<b>Citizenship:</b>	US
<b>Correspondence Address:</b>	4546 B10 El Camino Real, Los Altos, CA 94022		
<b>Witnessed by (printed name):</b>			
<b>Witness Signature:</b>		<b>Date:</b>	

**WE HEREBY ACCEPT THE ABOVE ASSIGNMENT**, for and on behalf of:

<b>Assignee:</b>	Imagical LLC
<b>Signature:</b>	
<b>Authorized Representative (printed name):</b>	Sinclair Hamilton Hitchings Jr.
<b>Title:</b>	Sole Member
<b>Date:</b>	3/14/16