

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3791088

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ERIC JAMES LYNCH	03/18/2016
DARRYL KANOUSE	03/18/2016
RECEIVING PARTY DATA	
Name:	ACTIVISION PUBLISHING, INC.
Street Address:	3100 OCEAN PARK BLVD.
City:	SANTA MONICA
State/Country:	CALIFORNIA
Postal Code:	90405
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15074502
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>	
Email:	dmipdocketing@sheppardmullin.com
Correspondent Name:	SHEPPARD MULLIN RICHTER & HAMPTON LLP
Address Line 1:	12275 EL CAMINO REAL
Address Line 2:	SUITE 200
Address Line 4:	SAN DIEGO, CALIFORNIA 92130
ATTORNEY DOCKET NUMBER:	45LY-229860
NAME OF SUBMITTER:	BRADFORD C. BLAISE
SIGNATURE:	/Bradford C. Blaise/
DATE SIGNED:	03/18/2016
Total Attachments: 2	
source=229860__ASSIGNMENT#page1.tif	
source=229860__ASSIGNMENT#page2.tif	

ASSIGNMENT

WHEREAS, **Eric James Lynch**, a citizen of the United States of America, residing in Manhattan Beach, California; and **Darryl Kanouse**, a citizen of the United States of America, residing in Redondo Beach, California, (hereinafter "Assignors"), have made an invention entitled:

**SYSTEM AND METHOD FOR GENERATING PERSONALIZED MESSAGING
CAMPAIGNS FOR VIDEO GAME PLAYERS**

described in a United States Patent Application, the Specification of which is attached hereto; and

WHEREAS, **Activision Publishing, Inc.** (hereinafter "Assignee"), with a principal place of business at 3100 Ocean Park Blvd., Santa Monica, California 90405, is desirous of acquiring the entire right, title and interest in and to the aforesaid invention, application and all Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted therefor;

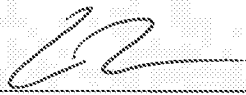
NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said Assignors, by these presents do sell, assign and transfer unto Assignee, its successors, legal representatives and assigns, the full and exclusive right in and to the said invention as described in the said application, and in and to any Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted therefor and all rights to claim priority on the basis of said application;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks or any other proper officer or agency of any country to issue all said Letters Patent to said Assignee;

AND WE HEREBY warrant and covenant that we have the full right to convey the entire interest herein assigned and that we have not executed and will not execute any instrument or assignment in conflict herewith;

AND WE HEREBY agree to communicate to said Assignee or its representatives any facts known to us respecting said invention, to execute all divisional, continuation, reissue, reexamination, extension, substitute and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to said invention, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors, legal representatives or assigns, and to testify in any judicial or administrative proceeding and generally do everything possible to aid the said Assignee to obtain and enforce said Letters Patent in the United States or any foreign country when requested so to do by said Assignee.


Signature of Inventor:
Inventor's Name:


Eric James Lynch

Date of Execution:

3/18/2016

Signature of Inventor:
Inventor's Name:


Darryl Knouse

Date of Execution:

3/18/2016