

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DAVID WINE	05/13/2014
JAMES A. HOLT	05/15/2014
EDWARD K. Y. JUNG	07/03/2014
RECEIVING PARTY DATA	
Name:	IVP HOLDINGS III LLC
Street Address:	3150 139TH AVENUE SOUTHEAST
Internal Address:	BUILDING 4
City:	BELLEVUE
State/Country:	WASHINGTON
Postal Code:	98005
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14275791
CORRESPONDENCE DATA	
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<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>	
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ATTORNEY DOCKET NUMBER:	INVT-1-2431
NAME OF SUBMITTER:	ELLEN M. BIERMAN
SIGNATURE:	/Ellen M. Bierman/
DATE SIGNED:	05/09/2016
Total Attachments: 5	
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ASSIGNMENT

WHEREAS, we:

David Wine	4022 Corliss Ave. N., Seattle, WA 98103
James A. Holt	10710 NE 10th St. Apt 1607, Bellevue, WA 98004
Edward K.Y. Jung	3960 Howard Hughes Parkway, Suite 503, Las Vegas, NV 89169

the undersigned (hereinafter referred to individually and collectively as ASSIGNOR), are the inventors of an invention entitled "DYNAMIC PRODUCT PRESENTATION SYSTEM AND COMMERCE PLATFORM" as described and claimed in the specification for which an application for United States letters patent is being submitted herewith;

AND, WHEREAS, IVP Holdings III LLC, a Delaware corporation, having a principal address at 3150 139th Avenue Southeast, Building 4, Bellevue, WA 98005 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire right, title, and interest in and to any letters patent that may be granted therefore 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 hereby sells, assigns and transfers unto said ASSIGNEE the entire right, title and interest in and to said invention, 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 non-provisional applications divisions, reissues 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 as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE.

ASSIGNOR does hereby further agree and promise to execute all instruments and render all such assistance as ASSIGNEE may request in order to: make and prosecute any and all applications on the inventions, maintain and enforce any and all patents on the inventions, and

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LOWE GRAHAM JONES

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confirm in ASSIGNEE legal title to the inventions and all applications and patents on the inventions in the United States and foreign countries, all without charge to ASSIGNEE but at no expense to me. In the event that ASSIGNEE is unable for any reason, after reasonable effort, to secure my signature on any document needed in connection with the actions specified in this paragraph, or to otherwise perfect in ASSIGNEE the entire right, title, and interest in and to the patent application and related inventions, ASSIGNOR hereby irrevocably designates and appoints the ASSIGNEE and its duly authorized officers and agents as my agent and attorney in fact, to act for and in my behalf to execute, verify and file any such documents and to do all other lawfully permitted acts to further the purposes of this assignment with the same legal force and effect as if executed by me. ASSIGNOR hereby waives and quitclaims to the ASSIGNEE any and all claims, of any nature whatsoever, which ASSIGNOR now or may hereafter have for infringement of any proprietary rights assigned to the ASSIGNEE.

If any provision of this assignment is held by any court to be unenforceable, such provision shall be interpreted to accomplish the objectives of the original provision to the fullest extent allowed by law, and the remainder of this assignment shall remain in full force and effect.

EXECUTED at Belleve (city), WA (state), on 5/13/, 2014.

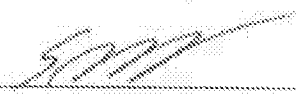


David Wine

EXECUTED at BelleVue (city), WA (state), on May 15, 2014.

James A. Holt
James A. Holt

EXECUTED at Bellevue (city), WA (state), on 7/3, 2014.


Edward K.Y. Jung