

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3902673

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ANDREW M. SHENKLER	05/26/2016
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<b>Postal Code:</b>	108-0075
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
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<b>SIGNATURE:</b>	/Jonathan O. Owens/
<b>DATE SIGNED:</b>	06/03/2016
<b>Total Attachments: 2</b>	
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Attorney Docket No.: SONY-63601

### ASSIGNMENT

WHEREAS, I, as a below named inventor, am a sole inventor of certain new and useful improvements in **UTILIZING MULTIPLE DIMENSIONS OF COMMERCE AND STREAMING DATA TO PROVIDE ADVANCED USER PROFILING AND REALTIME COMMERCE CHOICES** for which application for Letters Patent of the United States of America has been filed on the date and has the serial number indicated below.

Serial Number: 15/138,416, Filing Date: April 26, 2016

AND WHEREAS, **Sony Corporation, a Japanese corporation with offices at 1-7-1 Konan, Minato-ku, Tokyo, 108-0075, Japan** (hereinafter referenced as ASSIGNEE(S) is desirous of securing all interest in, to and under said invention, said application disclosing the invention and in, to and under any Letters Patent or similar legal protection which may be granted therefor in the United States and in any and all foreign countries;

NOW THEREFORE, in return for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, as a sole or joint inventor as indicated below, by these presents do hereby assign, sell and transfer unto said ASSIGNEE(S), its successors, assigns, and legal representatives, the entire right, title and interest in the said invention, said application, including any divisions and continuations thereof, and in and to any and all Letters Patent of the United States, and any foreign countries, which may be granted for said invention, and in and to any and all priority rights and/or convention rights under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America or any foreign country adheres, and to any other benefits accruing or to accrue to me with respect to the filing of applications for patents or securing of patents in the United States and foreign countries, including the right to sue for past infringement, and I hereby authorize and request the Commissioner of Patents to issue the said United States Letters Patent to said ASSIGNEE(S), as the assignee(s) of the whole right, title and interest thereto;

I further agree to execute all necessary or desirable and lawful future documents, including assignments in favor of ASSIGNEE(S) or its designee, as ASSIGNEE(S) or its successors, assigns and legal representatives may from time-to-time present to me and without further remuneration, in order to perfect title in said invention, modifications, and improvements in said invention, applications and Letters Patent of the United States and foreign countries;

I further agree to properly execute and deliver and without further remuneration, such necessary or desirable and lawful papers for application for foreign patents, for filing subdivisions of said application for patent, and or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid invention, as the ASSIGNEE(S) thereof shall hereafter require and prepare at its own expense;

I further agree that ASSIGNEE(S) will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to me and will testify as to the same in any interference or litigation related thereto;

I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with or impact in any way this assignment and sale;

This assignment is being executed on the date indicated below.

Inventor: Andrew M. Shenkler Date: 5/26/16

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document, to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ ) ss.

On \_\_\_\_\_ before me, \_\_\_\_\_  
(Date) (name and title) (notary public)  
personally appeared \_\_\_\_\_  
name(s) of signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

Witness my hand and office seal.

\_\_\_\_\_  
Notary Public