

## PATENT ASSIGNMENT COVER SHEET

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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>
JIM HUANG	07/26/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	AMAZON TECHNOLOGIES, INC.
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<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98108-1226
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15225006
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	25396-0661
<b>NAME OF SUBMITTER:</b>	UMAR R. BAKHSH
<b>SIGNATURE:</b>	/Umar R. Bakhsh/
<b>DATE SIGNED:</b>	08/01/2016
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 4</b>	
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source=25396-0661 - Declaration and Assignment#page4.tif	

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No. 15/225,006

Attorney Docket No. 25396-0661

Filing Date August 1, 2016

Client Docket No. P33320-US

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

**Jim Huang**  
410 Terry Avenue North  
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.  
PO Box 81226  
Seattle, WA 98108-1226

**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
"DETECTING VIEWABILITY AND DELIVERING CONTENT USING VIEWABILITY METRICS" (Invention)  
for which a non-provisional application for United States Letters Patent (Application):

- was filed on August 1, 2016 and accorded U.S. Application No. 15/225,006; 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  
Sutherland Asbill & Brennan LLP, associated with Customer No. 126647, to insert in the header  
above and here in parentheses (U.S. Patent Application No. 15/225,006, filed August 1, 2016) 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

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U.S. Patent Appln. No. 15/225,006

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Title of Invention: DETECTING VIEWABILITY AND DELIVERING CONTENT USING VIEWABILITY METRICS

Inventors: **Jim Huang**

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) 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

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No. 15/225,006

Attorney Docket No. 25396-0661

Filing Date August 1, 2016

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Title of Invention: DETECTING VIEWABILITY AND DELIVERING CONTENT USING VIEWABILITY METRICS

Inventors: **Jim Huang**

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 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)**

U.S. Patent Appln. No. 15/225,006

Attorney Docket No. 25396-0661

Filing Date August 1, 2016

Client Docket No. P33320-US

Title of Invention: DETECTING VIEWABILITY AND DELIVERING CONTENT USING VIEWABILITY METRICS

Inventors: **Jim Huang**

**DECLARATION**

As a below named inventor, I hereby declare that:

This declaration is directed to:


- the attached application; or
- United States Patent Application number 15/225,006 filed on August 1, 2016; 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:  
  
 6E58072CF98D46A...

\_\_\_\_\_  
**Jim Huang**

July 26, 2016

\_\_\_\_\_  
Date