

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JUAN CHANETON	08/25/2016
GREGORY YU	08/25/2016
VINAYAK SACHIDANANDA	08/05/2016
VIVEK FARIAS	08/25/2016
RECEIVING PARTY DATA	
Name:	CELECT, INC.
Street Address:	129 SOUTH STREET
Internal Address:	6TH FLOOR
City:	BOSTON
State/Country:	MASSACHUSETTS
Postal Code:	02111
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15221537
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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Address Line 2:	ATTN: PATENT ADMINISTRATOR
Address Line 4:	CAMBRIDGE, MASSACHUSETTS 02138
ATTORNEY DOCKET NUMBER:	CEL-001
NAME OF SUBMITTER:	ROBERT S. BLASI, ESQ.
SIGNATURE:	/Robert S. Blasi/
DATE SIGNED:	08/27/2016
Total Attachments: 6	

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ASSIGNMENT OF PATENT RIGHTS BY INVENTORS

THIS ASSIGNMENT, made by Juan Chaneton, Gregory Yu, Vighnesh Sachidananda, and Vivek Farias (hereinafter referred to as Assignors), each having a mailing address of 129 South Street, 6th Floor, Boston, Massachusetts 02111; 129 South Street, 6th Floor, Boston, Massachusetts 02111; 9106 Tallfield Court, Lanham, Maryland 20706; and 129 South Street, 6th Floor, Boston, Massachusetts 02111, respectively;

WHEREAS, Assignors have invented certain new and useful improvements in ASSORTMENT OPTIMIZATION, set forth in a Utility application for Letters Patent of the United States, already filed on July 27, 2016, as U.S. Patent Application No. 15/221,537; and

WHEREAS, Celect, Inc., a Delaware corporation having its principal place of business at 129 South Street, 6th Floor, Boston, Massachusetts (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefore and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and applications for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefore and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

AND for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise; that any proceeding in connection with said inventions,

or said Utility application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

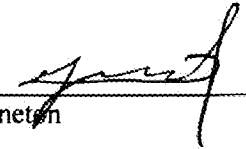
AND Assignors hereby request the Commissioner for Patents and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

DANIELSON LEGAL LLC

AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

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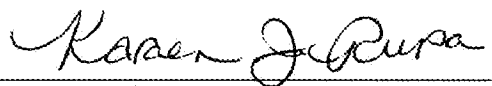
Juan Chaneton

Date: August 25, 2016

United States of America)
State of MASSACHUSETTS) ss.:
County of SUFFOLK)

On this 25th day of August, , before me personally came Juan Chaneton, proved to me on the basis of satisfactory evidence to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

 **KAREN J. RUPA**
Notary Public
Commonwealth of Massachusetts
My Commission Expires
April 1, 2022



Notary Public



Gregory Yu


Date: August 25, 2016

United States of America)
State of Massachusetts) ss.:
County of Suffolk)

On this 25th day of August, ✓, before me personally came Gregory Yu, proved to me on the basis of satisfactory evidence to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



KAREN J. RUPA
Notary Public
Commonwealth of Massachusetts
My Commission Expires
April 1, 2022



Notary Public



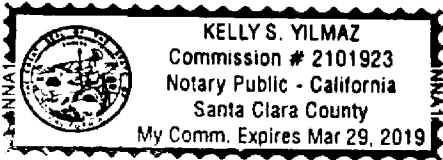


Vinayak Sachidananda

Date: 08/05/2016

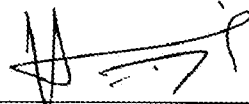
United States of America)
State of CALIFORNIA) ss.:
County of SANTA CLARA)

On this 5 day of August, 2016, before me personally came Vinayak Sachidananda, proved to me on the basis of satisfactory evidence to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.





Notary Public



Vivek Farias

Date: August 25th, 2016

United States of America)
State of Massachusetts) ss.:
County of Suffolk)

On this 25th day of August, 2016, before me personally came Vivek Farias, proved to me on the basis of satisfactory evidence to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



KAREN J. RUPA
Notary Public
Commonwealth of Massachusetts
My Commission Expires
April 1, 2022

Karen J Rupa
Notary Public

