

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT4091714

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JP KNAB	04/03/2014
KENNETH LINES	04/04/2014
CATHY DIAZ	04/03/2014
DUSTIN SPANGLER	04/08/2014
BRADFORD JOHNSON	04/04/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	OVERSTOCK.COM, INC.
<b>Street Address:</b>	6350 SOUTH 3000 EAST
<b>City:</b>	SALT LAKE CITY
<b>State/Country:</b>	UTAH
<b>Postal Code:</b>	84121
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	13968248
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(801)255-5338
<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>	
<b>Phone:</b>	801-255-5335
<b>Email:</b>	scazier@chcpat.com
<b>Correspondent Name:</b>	ALAN J. HOWARTH
<b>Address Line 1:</b>	P.O. BOX 1909
<b>Address Line 4:</b>	SANDY, UTAH 84091
<b>ATTORNEY DOCKET NUMBER:</b>	T12811
<b>NAME OF SUBMITTER:</b>	ALAN J. HOWARTH
<b>SIGNATURE:</b>	/Alan J. Howarth/
<b>DATE SIGNED:</b>	10/11/2016
<b>Total Attachments: 7</b> source=Assignment_#page1.tif	

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ASSIGNMENT

WHEREAS, JP KNAB, Bradford JOHNSON, Cathy DIAZ, Dustin SPANGLER, and Kenneth LINES, citizens of the United States of America having post office addresses of 6350 South 3000 East, Salt Lake City, Utah 84121; 6350 South 3000 East, Salt Lake City, Utah 84121; 6350 South 3000 East, Salt Lake City, Utah 84121; 6350 South 3000 East, Salt Lake City, Utah 84121; and 6350 South 3000 East, Salt Lake City, Utah 84121, respectively, have invented a method and apparatus entitled SYSTEM AND METHOD OF PERSONALIZING ONLINE MARKETING CAMPAIGNS, hereinafter called the "invention," preferred embodiments of which are disclosed in a United States patent application being assigned application serial no. 13/968,248, and filed on August 15, 2013, and identified as File No. T12811 of the law firm, Clayton, Howarth & Cannon, P.C., P.O. Box 1909, Sandy, Utah 84091.

WHEREAS, Assignee **OVERSTOCK.COM, INC.**, a Delaware corporation, located at 6350 South 3000 East, Salt Lake City, Utah 84121, is desirous of acquiring the entire right, title and interest in the invention;

NOW THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to us by the Assignee, the receipt and sufficiency of which is hereby acknowledged, WE HEREBY ASSIGN TO THE ASSIGNEE:

The entire right, title and interest in said invention and in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of said application, or reissues or extensions of Letters Patent or Patents granted hereon, and in all corresponding applications filed in countries

WHEN RECORDED RETURN TO:

Alan J. Howarth T12811  
Clayton, Howarth & Cannon, P.C.  
P.O. Box 1909  
Sandy, Utah 84091

foreign to the United States, and in all patents issuing thereon in the United States and Foreign countries.

The right to file foreign patent applications on said invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

We hereby authorize and request the United States Commissioner for Patents, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all patents on said invention to the Assignee as the owner of the entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives.

We hereby agree, without further consideration and without expense to us, to sign all lawful papers and to perform all other lawful acts which the Assignee, or the Assignee's successors, assigns and legal representatives, may request of us to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue, and other United States and foreign patent applications on said invention, and all lawful documents requested by the Assignee, or the Assignee's successors, assigns and legal representatives, to further the prosecution of any of such patent applications.

Cooperation to the best of our ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension, or infringement proceedings involving said invention.

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Clayton, Howarth & Cannon, P.C.  
P.O. Box 1909  
Sandy, Utah 84091

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PATENT  
REEL: 039986 FRAME: 0291

This assignment and agreement shall be binding upon our heirs and legal representatives.

Executed this 3 day of April, 201<sup>4</sup>~~3~~, at Salt Lake City, UT.  
(City, State)

John P. Knab  
JP KNAB

STATE OF Utah )  
: ss.  
COUNTY OF Salt Lake )

On April 3, 201<sup>4</sup>~~3~~, before me personally appeared JP KNAB, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.

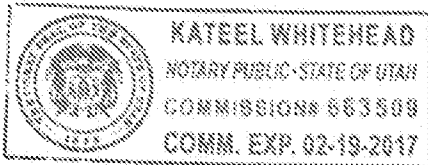
Kateel Whitehead  
NOTARY PUBLIC

My Commission Expires:

02-19-2017

Residing at

Salt Lake



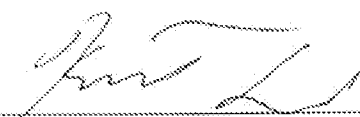
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Alan J. Howarth T12811  
Clayton, Howarth & Cannon, P.C.  
P.O. Box 1909  
Sandy, Utah 84091

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**PATENT**  
**REEL: 039986 FRAME: 0292**

Executed this 4 day of April, 201<sup>4</sup>, at Salt Lake, ut.  
(City, State)

  
\_\_\_\_\_  
Kenneth LINES

STATE OF Utah (R)  
Salt Lake )  
: ss.  
COUNTY OF Salt Lake )

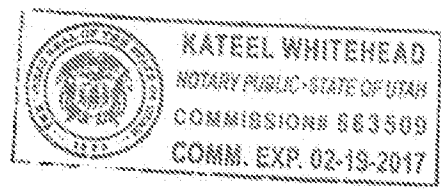
On 4/4/, 201<sup>4</sup>, before me personally appeared Kenneth LINES, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.

  
\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires:  
02-19-2017


Residing at  
Salt Lake

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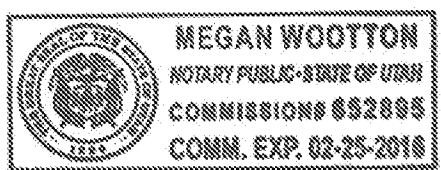
WHEN RECORDED RETURN TO:  
Alan J. Howarth T12811  
Clayton, Howarth & Cannon, P.C.  
P.O. Box 1909  
Sandy, Utah 84091

Executed this 3rd day of April, 201<sup>4</sup>3, at Salt Lake City, Utah  
(City, State)

  
Cathy DIAZ

STATE OF Utah )  
 ) ss.  
COUNTY OF Salt Lake )

On April 3rd, 201<sup>4</sup>3, before me personally appeared Cathy DIAZ, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that she has read the same and knows the contents thereof and that she executed the same as her free act and deed and for the purposes set forth therein.



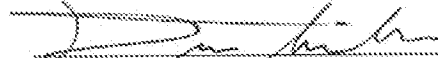
  
NOTARY PUBLIC

My Commission Expires:  
2/25/2018

Residing at  
666 W 3200 N, Lehi, UT 84043

WHEN RECORDED RETURN TO:  
Alan J. Howarth T12811  
Clayton, Howarth & Cannon, P.C.  
P.O. Box 1909  
Sandy, Utah 84091

Executed this 8<sup>th</sup> day of APRIL, 2014 at SALT LAKE CITY, UTAH.  
(City, State)

  
Dustin SPANGLER

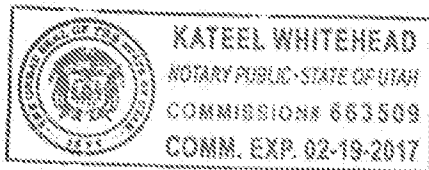
STATE OF Utah )  
 )  
 ) : ss.  
COUNTY OF Salt Lake )

On April 8<sup>th</sup>, 2014, before me personally appeared Dustin SPANGLER, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.

  
NOTARY PUBLIC

My Commission Expires:  
02-19-2017

Residing at  
Salt Lake



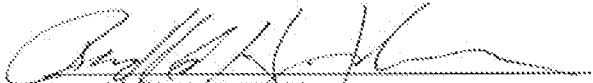
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Clayton, Howarth & Cannon, P.C.  
P.O. Box 1909  
Sandy, Utah 84091

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Executed this 4 day of April, 2017, at Salt Lake, UT.  
(City, State)

  
Bradford JOHNSON

STATE OF Utah )  
  : ss.  
COUNTY OF Salt Lake )

On April 4, 2017, before me personally appeared Bradford JOHNSON, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.

  
NOTARY PUBLIC

My Commission Expires:

02-19-2017

Residing at

Salt Lake



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Alan J. Howarth T12811  
Clayton, Howarth & Cannon, P.C.  
P.O. Box 1909  
Sandy, Utah 84091

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