

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4054847

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	JOHN F. VARICK	09/15/2016
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	BRANDMOTION, LLC	
<b>Street Address:</b>	21518 BRIDGE STREET	
<b>City:</b>	SOUTHFIELD	
<b>State/Country:</b>	MICHIGAN	
<b>Postal Code:</b>	48033	
<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	
<b>Application Number:</b>	15267114	
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>		
<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>Email:</b>	j.buse@greatlakesiplaw.com	
<b>Correspondent Name:</b>	GREAT LAKES INTELLECTUAL PROPERTY, PLLC.	
<b>Address Line 1:</b>	44750 YORKSHIRE	
<b>Address Line 4:</b>	NOVI, MICHIGAN 48375	
<b>ATTORNEY DOCKET NUMBER:</b>	BMO 0101 PUSP	
<b>NAME OF SUBMITTER:</b>	JOHN R. BUSER	
<b>SIGNATURE:</b>	/John R. Buser/	
<b>DATE SIGNED:</b>	09/16/2016	
<b>Total Attachments: 1</b>		
source=dec#page1.tif		

ASSIGNMENT AND DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN  
APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76)

Title of Invention

SPARE TIRE BACKUP CAMERA MOUNTING SYSTEM

As a below named inventor, I hereby declare that:

This declaration is directed to:

- ☒ The attached application, or
- ☐ United States application or PCT international application number \_\_\_\_\_  
filed on \_\_\_\_\_ (I hereby authorize the  
insertion of the application filing date and number when they become known.)

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 hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims.

I am aware of the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. § 1.56.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, I do hereby assign, sell and set over to BrandMotion LLC, a corporation organized and existing under the laws of the state or country of Michigan, and having a place of business at 21518 Bridge Street, Southfield, MI 48033, hereinafter referred to as the ASSIGNEE, its successors, assigns or other legal representatives, my entire right, title and interest, domestic and foreign, in and to the inventions and discoveries in the above-identified application including the right of said ASSIGNEE, its successors, assigns or other legal representatives to make applications and to receive Letters Patent for said inventions and discoveries in any and all foreign countries in its or their own name or names, or in my name, at its or their election, and I hereby assign, sell and set over to said ASSIGNEE, its successors, assigns or other legal representatives, all rights of priority, including any provisional applications, in and to said inventions and discoveries in all countries, including all applications claiming benefit of the filing date hereof, continuations, continuations-in-part, divisionals, reexaminations and reissue applications.

And I hereby agree for myself, my heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries and to perform any and all acts which said ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and set over.

And I hereby represent and warrant that I have not granted any rights inconsistent with the rights granted herein.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years or both.

LEGAL NAME OF INVENTOR

Inventor: John E. VarickDate: 8-14-16Signature: 

Page 1 of 1 (Supplemental Sheet with Additional Joint Inventors is attached if necessary)

PATENT