

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BRENT BADGER	12/16/2016
DENNIS KETTLER	12/16/2016
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PROPERTY NUMBERS Total: 1	
Property Type	Number
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NAME OF SUBMITTER:	APURV GAURAV
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DATE SIGNED:	03/16/2017
Total Attachments: 2	
source=2016-12-16 ASSIGN Combined Dec Assign from Badger (00134-0071-00) 00163209#page1.tif	
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COMBINED DECLARATION & ASSIGNMENT

Attorney Docket No.:
00134-0071-00000

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Client Ref. No.: VNTV-071-00-US

Title: **SYSTEMS AND METHODS FOR
ATTRIBUTING ELECTRONIC PURCHASE
EVENTS TO PREVIOUS ONLINE ACTIVITY
OF THE PURCHASER**

ASSIGNMENT

WHEREAS, I, **BRENT BADGER** and **DENNIS KETTLER**, have invented certain new and useful improvements as described in the U.S. Patent Application entitled **SYSTEMS AND METHODS FOR ATTRIBUTING ELECTRONIC PURCHASE EVENTS TO PREVIOUS ONLINE ACTIVITY OF THE PURCHASER**, the application being identified in the United States Patent and Trademark Office ("USPTO") by Application No. _____ filed _____ ("Invention"); and

WHEREAS, **VANTIV, LLC**, having an address of 8500 Governors Hill Drive, Symmes Township, Ohio 45249, US (together with its successors and assigns, the "Assignee"), seeks to memorialize its ownership of the entire right, title and interest in and to the Invention;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, I transfer to Assignee my entire rights, titles, and interests in and to the Invention, including all inventions disclosed or claimed in the above-identified patent application, including any improvements thereof, any corresponding domestic applications (e.g., provisional, non-provisional, divisional, continuation, continuation-in-part, reexamination, and/or reissue patent), any corresponding foreign applications, all patents issuing thereon, or other patent application based off or claiming priority to the above-identified patent application, and all rights and benefits under any applicable treaty or convention. I authorize the USPTO (or foreign equivalent thereof) to issue any patent (or similar legal protection) to the Assignee.

I hereby authorize the Assignee to insert in this instrument the filing date and application number of the application when ascertained. I hereby also authorize the Assignee (or its designee) to apply for patent (or similar legal protection) in its own name if desired, in any and all countries.

I represent to the Assignee that I have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. I agree, when requested, without additional consideration, but at the expense of the Assignee, to provide additional reasonable assistance necessary to memorialize this assignment, to execute all oaths, declarations, assignments, powers of attorney and other papers necessary to perfect and vest title to the rights assigned herein to the Assignee; and will render all assistance in filing, obtaining, maintaining, and enforcing any patent (or similar legal protection) on the Invention in any and all countries.

DECLARATION

I have reviewed and understand the contents of the above-identified patent application including the claims, and I believe I am the original inventor of a claimed invention in the above-identified patent application. The above-identified patent application was made or authorized to be made by me. I am aware of and acknowledge my duty to disclose to the USPTO all information known to me to be material to patentability of the claims in the above-identified patent application. I 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.

COMBINED DECLARATION & ASSIGNMENT

Attorney Docket No.:
00134-0071-00000

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Client Ref. No.: VNTV-071-00-US

Title: **SYSTEMS AND METHODS FOR
ATTRIBUTING ELECTRONIC PURCHASE
EVENTS TO PREVIOUS ONLINE ACTIVITY
OF THE PURCHASER**

Brent A. Badger
BRENT BADGER

DENNIS KETTLER

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Date 12/16/16

Date _____