

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4421619

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Stanley T. Lim	10/31/2001
John Galen Giddings	10/31/2001
Laura Giddings	10/31/2001
RECEIVING PARTY DATA	
Name:	SMARTPENNY.COM, INC.
Street Address:	3026 NEAL AVENUE
City:	SAN JOSE
State/Country:	CALIFORNIA
Postal Code:	95128
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15598771
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<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>	
Phone:	(612) 335-5070
Email:	apsi@Fr.com
Correspondent Name:	STEVE M. FUSSELMAN
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	16113-4715005
NAME OF SUBMITTER:	MELISSA ALEXANDER
SIGNATURE:	/Melissa Alexander/
DATE SIGNED:	05/18/2017
Total Attachments: 2	
source=inv#page1.tif	
source=inv#page2.tif	

Attorney's Docket

ASSIGNMENT

PATENT

No.: 004967.P004 (For Execution Prior To Filing Patent Application)

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, We, the undersigned, Stanley T. Lim, John Galen Giddings, and Laura Giddings, hereby sell, assign, and transfer to SmartPenny.com, Inc. a corporation of Delaware, having a principal place of business at 3026 Neal Avenue, San Jose, California 95128, ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled AN ECONOMIC FILTERING SYSTEM FOR DELIVERY OF PERMISSION BASED, TARGETED, INCENTIVIZED ADVERTISING

and in and to said application and all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

10/31, 2001 [Signature]
Date Name: Stanley T. Lim
10/31, 2001 [Signature]
Date Name: John Galen Giddings
10/31, 2001 [Signature]
Date Name: Laura Giddings
_____, 20____
Date Name:
_____, 20____
Date Name:
_____, 20____
Date Name:

Each Inventor: Please also list the date that you signed the accompanying DECLARATION AND POWER OF ATTORNEY:

10/31, 2001
Date
10/31, 2001
Date
10/31, 2001
Date
_____, 20____
Date
_____, 20____
Date
_____, 20____
Date

State of: _____ }
County of: _____ }

Assignment Document Return Address:
SS. BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
12400 Wilshire Blvd., Seventh Floor
Los Angeles, CA 90025-1026
(408) 720-8598

On this _____ day of _____, 20____, before me, _____,
the undersigned Notary Public, personally appeared _____
[] personally known to me [] proved to me on the basis of satisfactory evidence to be the
person(s) whose name(s) _____ subscribed to the within instrument, and acknowledged
that _____ executed it.
WITNESS my hand and official seal.

Notary's Signature