

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4577435

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JOSE ANTONIO MEDINA-PERALTA	08/17/2017
YATIN SUNIL DESHPANDE	08/21/2017
MATÍAS SEBASTIAN LARRE BORGES	08/28/2017
DANIEL CERUTTI	08/30/2017
BINH D. VO	08/18/2017
UNMIL TAMBE	08/17/2017
RECEIVING PARTY DATA	
Name:	AMAZON TECHNOLOGIES, INC.
Street Address:	PO BOX 81226
City:	SEATTLE
State/Country:	WASHINGTON
Postal Code:	98108-1226
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15671912
CORRESPONDENCE DATA	
Fax Number:	(202)637-5910
<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:	5029150336
Email:	Karyn.Roades@hoganlovells.com
Correspondent Name:	HOGAN LOVELLS US LLP
Address Line 1:	3 EMBARCADERO CENTER
Address Line 2:	SUITE 1500
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94111
ATTORNEY DOCKET NUMBER:	020346.095301
NAME OF SUBMITTER:	SANJIVA K. REDDY
SIGNATURE:	/Sanjiva K. Reddy/
DATE SIGNED:	09/01/2017
This document serves as an Oath/Declaration (37 CFR 1.63).	

PATENT

Total Attachments: 9

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PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/671,912

Attorney Docket No. 020346.095301

Filing Date August 8, 2017

Client Docket No. P39989-US

PARTIES TO THE ASSIGNMENT

Assignor(s):

Jose Antonio Medina-Peralta
410 Terry Avenue North
Seattle, WA 98109-5210

Daniel Cerutti
410 Terry Avenue North
Seattle, WA 98109-5210

Yatin Sunil Deshpande
410 Terry Avenue North
Seattle, WA 98109-5210

Binh D. Vo
410 Terry Avenue North
Seattle, WA 98109-5210

Matías Sebastian Larre Borges
410 Terry Avenue North
Seattle, WA 98109-5210

Unmil Tambe
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.
PO Box 81226
Seattle, WA 98108-1226

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
“CONTENT BIDDING SIMULATOR” (Invention) for which a non-provisional application for United
States Letters Patent (Application):

- was filed on August 8, 2017 and accorded U.S. Application No. 15/671,912; or
- will be filed concurrently with the submission of this executed PATENT ASSIGNMENT
for recordation.

ASSIGNOR(S) hereby authorizes and requests ASSIGNEE’S legal representatives, of
Hogan Lovells US LLP, associated with Customer No. 131836, to insert in the header above and
here in parentheses (U.S. Patent Application No. 15/671,912, filed August 8, 2017) this
application’s U.S. application number and filing date, when known.

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/671,912

Attorney Docket No. 020346.095301

Filing Date August 8, 2017

Client Docket No. P39989-US

Title of Invention: CONTENT BIDDING SIMULATOR

Inventors: Jose Antonio Medina-Peralta, Yatin Sunil Deshpande, Matías Sebastian Larre Borges, Daniel Cerutti, Binh D. Vo, Unmil Tambe

WHEREAS, ASSIGNEE, a corporation of the State of Nevada, is desirous of acquiring the entire right, title and interest in and to the Invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said Invention and any improvements thereto, said Application and any and all letters patent which may be granted for said Invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all provisional, divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said Application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said Invention, Application and all letters patent on said Invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks, as well as all other applicable patent offices throughout the world, to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said Invention, for litigation

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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Inventors: Jose Antonio Medina-Peralta, Yatin Sunil Deshpande, Matías Sebastian Larre Borges, Daniel Cerutti, Binh D. Vo, Unmil Tambe

regarding said letters patent, or for the purpose of protecting title to said Invention or letters patent therefor.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said Application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the Application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the Application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon ASSIGNOR's heirs, legal representatives, administrators, and assigns.

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/671,912

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Title of Invention: CONTENT BIDDING SIMULATOR

Inventors: Jose Antonio Medina-Peralta, Yatin Sunil Deshpande, Matías Sebastian Larre Borges, Daniel Cerutti, Binh D. Vo, Unmil Tambe

DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

- the attached application; or
- United States Patent Application number 15/671,912 filed on August 8, 2017; or
- PCT International Application number _____ filed on _____.

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 have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

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

DocuSigned by:
/Jose Antonio Medina-Peralta/
7F5AFF00615A454...

Jose Antonio Medina-Peralta

August 17, 2017

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/671,912

Attorney Docket No. 020346.095301

Filing Date August 8, 2017

Client Docket No. P39989-US

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Inventors: Jose Antonio Medina-Peralta, Yatin Sunil Deshpande, Matías Sebastian Larre Borges, Daniel Cerutti, Binh D. Vo, Unmil Tambe

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DocuSigned by:

 D89CA28D26514F0...

 Yatin Sunil Deshpande

August 21, 2017

 Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/671,912

Attorney Docket No. 020346.095301

Filing Date August 8, 2017

Client Docket No. P39989-US

Title of Invention: CONTENT BIDDING SIMULATOR

Inventors: Jose Antonio Medina-Peralta, Yatin Sunil Deshpande, Matías Sebastian Larre Borges, Daniel Cerutti, Binh D. Vo, Unmil Tambe

DECLARATION

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This declaration is directed to:

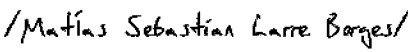
- the attached application; or
- United States Patent Application number 15/671,912 filed on August 8, 2017; or
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DocuSigned by:

 6A6C7D694A9247B...

Matías Sebastian Larre Borges

August 28, 2017

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/671,912

Attorney Docket No. 020346.095301

Filing Date August 8, 2017

Client Docket No. P39989-US

Title of Invention: CONTENT BIDDING SIMULATOR

Inventors: Jose Antonio Medina-Peralta, Yatin Sunil Deshpande, Matías Sebastian Larre Borges, Daniel Cerutti, Binh D. Vo, Unmil Tambe

DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

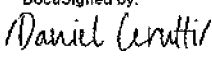
- the attached application; or
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DocuSigned by:

 5F67105C091348F...

Daniel Cerutti

August 30, 2017

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/671,912

Attorney Docket No. 020346.095301

Filing Date August 8, 2017

Client Docket No. P39989-US

Title of Invention: CONTENT BIDDING SIMULATOR

Inventors: Jose Antonio Medina-Peralta, Yatin Sunil Deshpande, Matías Sebastian Larre Borges, Daniel Cerutti, Binh D. Vo, Unmil Tambe

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DocuSigned by:

 A88D4C758A5A44B...

Binh D. Vo

August 18, 2017

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/671,912

Attorney Docket No. 020346.095301

Filing Date August 8, 2017

Client Docket No. P39989-US

Title of Invention: CONTENT BIDDING SIMULATOR

Inventors: Jose Antonio Medina-Peralta, Yatin Sunil Deshpande, Matías Sebastian Larre Borges, Daniel Cerutti, Binh D. Vo, Unmil Tambe

DECLARATION

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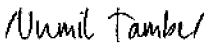
- the attached application; or
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DocuSigned by:

 5EBA0F4D81B8485...

 Unmil Tambe

August 17, 2017

 Date