

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4669421

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JOHN MARTIN MILLER	10/31/2017
MICHAEL LEE LORITSCH	10/31/2017
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:	15800929
CORRESPONDENCE DATA	
Fax Number:	
<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:	2026375600
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:	020346.098201
NAME OF SUBMITTER:	SHARON DU
SIGNATURE:	/Sharon Du/
DATE SIGNED:	11/01/2017
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 5	
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PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/800,929

Attorney Docket No. 020346.098201

Filing Date November 1, 2017

Client Docket No. P41785-US

PARTIES TO THE ASSIGNMENT

Assignor(s):

Michael Lee Loritsch
410 Terry Avenue North
Seattle, WA 98109-5210

John Martin Miller
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
“SERVER-SIDE TRACKING AND SELECTION OF ROTATING CONTENT” (Invention) for which a non-
provisional application for United States Letters Patent (Application):

- ☐ was filed on _____ and accorded U.S. Application No. _____; 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. 15/800,929, filed 11/01/2017) this
application’s U.S. application number and filing date, when known.

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

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)U.S. Patent Appln. No. 15/800,929Attorney Docket No. 020346.098201Filing Date November 1, 2017Client Docket No. P41785-USTitle of Invention: SERVER-SIDE TRACKING AND SELECTION OF ROTATING CONTENTInventors: **Michael Lee Loritsch, John Martin Miller**

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 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

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/800,929

Attorney Docket No. 020346.098201

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Client Docket No. P41785-US

Title of Invention: SERVER-SIDE TRACKING AND SELECTION OF ROTATING CONTENT

Inventors: **Michael Lee Loritsch, John Martin Miller**

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)

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Title of Invention: SERVER-SIDE TRACKING AND SELECTION OF ROTATING CONTENT

Inventors: **Michael Lee Loritsch, John Martin Miller**

DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

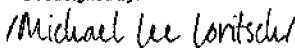
- ☒ the attached application; or
- ☐ United States Patent Application number _____ filed on _____; or
- ☐ PCT International Application number _____ filed on _____.

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:

DECC3ADE732E4E2
Michael Lee Loritsch

October 31, 2017

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 15/800,929

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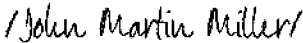
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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

DocuSigned by:

ECA1954524374A7
John Martin Miller

October 31, 2017
Date