PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1

Stylesheet Version v1.2

EPAS ID: PAT4787515

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
CLAYTON MELLINA	01/08/2018
IOANNIS KALANTIDIS	01/12/2018
TOBIAS BAUMGARTNER	01/08/2018

RECEIVING PARTY DATA

Name:	OATH INC.
Street Address:	770 BROADWAY
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10003

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	15857540

CORRESPONDENCE DATA

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Address Line 2:   SUITE 250

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ATTORNEY DOCKET NUMBER:	070.P393/Y11807US00
NAME OF SUBMITTER:	KRISTI SCHROEDER
SIGNATURE:	/Kristi Schroeder/
DATE SIGNED:	01/22/2018

Total Attachments: 4

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ASSIGNMENT OF PATENT APPLICATION BY INVENTOR

Whereas I, an undersigned inventor (hereinafter "INVENTOR"), have invented certain new and useful improvements as set forth in the patent application entitled:

SYSTEMS AND/OR METHODS FOR CONSTRUCTING ONLINE ADS USING MEDIA OBJECTS CREATED BY GENERATIVE PROCESSES

☐ for which I have executed a U.S. patent application on even date herewith.

☒ which bears U.S. application serial No.15/857,540, filed 12/28/2017.

☐ for which I have executed a patent application in the country of _____ on even date herewith.

☐ which I have executed a U.S. provisional application on even date herewith.

☐ which is a U.S. provisional application which bears U.S. application serial No. _____, filed _____.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

(a)   Sell, assign and transfer to Oath Inc., a Delaware corporation having a place of business at 770 Broadway, New York, New York 10003 (hereinafter "ASSIGNEE"), (1) the entire right, title and interest, and any and all revenues and rights to revenue, for any purpose, associated with commercialization, everywhere in the world, to (A) any and all inventions described in said Application, (B) said Application, (C) any patent that may be granted thereof, (D) any patent applications or patents which may claim priority of (or serve as the basis for a priority claim by) said Application (including but not limited to continuations, divisions, continuations-in-part, substitutes, reissues, reexaminations or extensions thereof, together with all priority rights and counterpart applications under any existing or future international patent conventions, agreements or treaties), and;(2) the right to sue third parties for patent infringement (including but not limited to damages) accruing based on activities occurring prior to the execution date hereof.

(b)   Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.

(c)   Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, and to communicate to the ASSIGNEE any facts known to us respecting the improvements, and

testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.

(d)   Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(e)   Covenant not to challenge the validity or enforceability of any of the patent applications or patents assigned to ASSIGNEE hereunder.

(f)   Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the INVENTOR, as well as the INVENTOR's heirs, legal representatives and assigns.

(g)   Authorize and request my attorney/agent to insert above the application number in order to assist with recordal of this assignment or any other information necessary to perfect this assignment.

IN TESTIMONY WHEREOF, I Clayton Mellina have executed this document on the date indicated below.

Clayton Mellina   __1/8/2018__
Signature of Inventor   Date

San Francisco, CA
Inventor's City, State of residence

IN TESTIMONY WHEREOF, I Ioannis Kalantidis have executed this document on the date indicated below.

_____   _____
Signature of Inventor   Date

San Francisco, CA
Inventor's City, State of residence

testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.

(d)   Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(e)   Covenant not to challenge the validity or enforceability of any of the patent applications or patents assigned to ASSIGNEE hereunder.

(f)   Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the INVENTOR, as well as the INVENTOR's heirs, legal representatives and assigns.

(g)   Authorize and request my attorney/agent to insert above the application number in order to assist with recordal of this assignment or any other information necessary to perfect this assignment.

IN TESTIMONY WHEREOF, I Clayton Mellina have executed this document on the date indicated below.
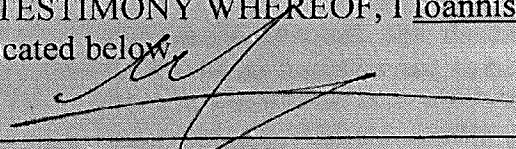
_____   _____
Signature of Inventor   Date

San Francisco, CA
Inventor's City, State of residence

IN TESTIMONY WHEREOF, I Ioannis Kalantidis have executed this document on the date indicated below.

_____   1/12/2018
Signature of Inventor   Date

San Francisco, CA
Inventor's City, State of residence

IN TESTIMONY WHEREOF, I <u>Tobias Baumgartner</u> have executed this document on the date indicated below.

_____   <u>01/08/18</u>_____
Signature of Inventor   Date

<u>San Francisco, CA</u>_____
Inventor's City, State of residence