504791758 02/23/2018

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|-----------------|----------------|
| CLAY GIBSON | 02/09/2018 |
| WILL SHAPIRO | 02/09/2018 |
| SANTIAGO GIL | 02/08/2018 |
| IAN ANDERSON | 02/12/2018 |
| MARGRETH MPOSSI | 02/08/2018 |
| OGUZ SEMERCI | 02/05/2018 |
| SCOTT WOLF | 02/07/2018 |
| BENJAMIN LACKER | 02/09/2018 |

RECEIVING PARTY DATA

| Name: | SPOTIFY AB |
|-----------------|----------------------|
| Street Address: | BIRGER JARLSGATAN 61 |
| City: | STOCKHOLM |
| State/Country: | SWEDEN |
| Postal Code: | 11356 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 15696964 |

CORRESPONDENCE DATA

Fax Number: (650)843-4001

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.

Phone: 650 843 4000

Email: lata.olivier@morganlewis.com

Correspondent Name: MORGAN LEWIS & BOCKIUS LLP

Address Line 1: 1400 PAGE MILL ROAD

Address Line 4: PALO ALTO, CALIFORNIA 94034

| ATTORNEY DOCKET NUMBER: | 020143-5094-US |
|-------------------------|-------------------|
| NAME OF SUBMITTER: | CHARLES C. HUSE |
| SIGNATURE: | /Charles C. Huse/ |

PATENT 504791758 REEL: 045023 FRAME: 0474

Total Attachments: 4
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PATENT REEL: 045023 FRAME: 0475

ASSIGNMENT

WHEREAS, WE, Clay Gibson, residing in New York, NY; Will Shapiro residing in New York, NY; Santiago Gil, residing in Portland, OR; Ian Anderson, residing in New York, NY, Margreth Mpossi, residing in Stamford, CT; Oguz Semerci residing in New York, NY; Scott Wolf, residing in Brooklyn, NY; and Benjamin Lacker, residing in Brooklyn, NY, ASSIGNORS, are the inventors of the invention in Methods and Systems for Personalizing User Experience Based on Discovery Metrics, described in an application for a Patent of the United States

| \boxtimes | which is executed on |
|-------------|--|
| \boxtimes | which is identified by Morgan, Lewis & Bockius LLP docket no. 020143-5094-US |
| \boxtimes | which was filed on September 6, 2017, Application No. 15/696,964 |
| \boxtimes | which claims priority on U.S. Provisional Patent Application No(s). 62/463,553 |
| | We hereby authorize and request our attorney, [attorney name], of Morgan, Lewis & Bockius LLP, to insert here in |
| | parenthesis (Application number, filed) the filing date and application number of said application when known. |
| | number of said application when known. |

and WHEREAS, **Spotify AB**, ASSIGNEE, having a place of business at Birger Jarlsgatan 61, 113 56 Stockholm, Sweden, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, let it be known that for and in consideration of the sum of One Dollar (\$1.00) to me paid, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and any substitute applications therefore, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; the said United States provisional patent application(s), if any, on which the said United States applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application and said United States provisional patent application(s), if any, under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries, provided, however, that expenses we incur in providing such aid shall be paid for by the said ASSIGNEE.

DB2/31912435.1

MORGAN, LEWIS & BOCKIUS LLP DOCKET NO. 020143-5094-US

| signa | IN TESTIMONY WHEREOF, We her tures. | reunto set our-hands and seals the day and year set oppo | site our respectiv |
|-------|--|--|--------------------|
| Date | 2/9/2018 Clay Gibson | (A) | _L.S. |
| Date | U2/09/2015 Will Shapiro | - Aufr | _L.S. |
| Date | Santiago Gil | | L.S. |
| Date | 02/12/7019 Ian Anderson | | L.S. |
| Date | Margreth Mpossi | 2 | L.S. |
| Date | $\frac{O2/O5/2018}{\text{Oguz Semerci}}$ | JUS - | _L.S. |
| Date | 2/7/2018 Scott Wolf | Suchus | L.S. |
| Date | Benjamin Lacker | | _L.S. |
| | 4 | | |

MORGAN, LEWIS & BOCKIUS LLP DOCKET NO. 020143-5094-US

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

| Date | | | L.S. |
|------|--------------------------|----------|------|
| | Clay Gibson | | |
| Date | Will Shapiro | 1 AAH | L.S. |
| Date | 2/8/2018 Santiago Gil | - faul M | L.S. |
| Date | Ian Anderson | | L.S. |
| Date | Margreth Mpossi | | L.S. |
| Date | Oguz Semerci | | L.S. |
| Date | Scott Wolf | , | L.S. |
| Date | Benjamin Lacker | | L.S. |

PATENT REEL: 045023 FRAME: 0478

MORGAN, LEWIS & BOCKIUS LLP DOCKET NO. 020143-5094-US

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

| Date | Clay Gibson | | L.S. |
|-------------|-------------------------------------|--------|------|
| Date | Will Shapiro | | L.S. |
| <u>Date</u> | Santiago Gil | | L.S. |
| Date | Ian Anderson | | L.S. |
| Date | 08 February 2018 Margreth Mpossi | _tpoes | L.S. |
| Date | Oguz Semerci | | L.S. |
| Date | Scott Wolf | | L.S. |
| Date | Benjamin Lacker | | L.S. |

DB2/ 31912435.1

PATENT
RECORDED: 02/23/2018 REEL: 045023 FRAME: 0479