

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JULIAN MCAULEY	02/21/2018
RECEIVING PARTY DATA	
Name:	THE REGENTS OF THE UNIVERSITY OF CALIFORNIA
Street Address:	1111 FRANKLIN ST.
Internal Address:	5TH FLOOR
City:	OAKLAND
State/Country:	CALIFORNIA
Postal Code:	94607-5200
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15897822
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>	
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ATTORNEY DOCKET NUMBER:	20030.157 ASSIGN-JMCAULEY
NAME OF SUBMITTER:	RYAN E. KELLER
SIGNATURE:	/Ryan E. Keller/
DATE SIGNED:	03/12/2018
Total Attachments: 2	
source=157 180312 Assignment - JMcAuley#page1.tif	
source=157 180312 Assignment - JMcAuley#page2.tif	

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS

Julian McAuley

hereby sell, assign and transfer to ASSIGNEE, The Regents of the University of California, a California corporation, having its statewide administrative offices located at 1111 Franklin St. 5th Floor, Oakland, CA 94607-5200, and the successors, assigns and legal representatives of the ASSIGNEE all of their right, title and interest for the United States and its territorial possessions and in all foreign countries in and to any and all improvements entitled

GENERATING VISUALLY-AWARE ITEM RECOMMENDATIONS USING A PERSONALIZED PREFERENCE RANKING NETWORK

and which are found in U.S. Provisional Application Serial No. **_15/897,822_** filed on **February 15, 2018**, entitled as above and listing the above named persons as inventors, and any legal equivalent thereof in a foreign country, including the right to claim priority and in and to all Letters Patent to be obtained for said invention by the above application or any continuation, divisional, continuation-in-part, conversion to 35 USC 111(a) or substitute thereof, and any reissue, reexamination or extension of said Letters Patent and all rights under all International Conventions for the Protection of Industrial Property;

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR(S) further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, post grant review, inter partes review, litigation, or proceeding relating thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue or enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof. An attorney of record is authorized and requested by the execution of this assignment to insert into this assignment the filing date and serial number of said application when officially known.

AND the ASSIGNORS request the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States and any reissue or extension thereof to the ASSIGNEE, The Regents of the University of California.

Executed this 21 day of Feb., 2018



Julian McAuley

Residence Address:

5652 Lamas st.

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San Diego, CA, 92122

City, State and Zip

Citizenship: Australia