

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT4900554

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	FREDERICK J ARSENAULT	04/02/2018
RECEIVING PARTY DATA		
Name:	3M INNOVATIVE PROPERTIES COMPANY	
Street Address:	PO BOX 33427	
City:	ST. PAUL	
State/Country:	MINNESOTA	
Postal Code:	55133-3427	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	14053909
CORRESPONDENCE DATA		
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<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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Address Line 1:	PO BOX 33427	
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ATTORNEY DOCKET NUMBER:	63419US013	
NAME OF SUBMITTER:	AMANDA MILLER	
SIGNATURE:	/Amanda Miller/	
DATE SIGNED:	04/05/2018	
Total Attachments: 1		
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**DECLARATION AND ASSIGNMENT,
FOR UTILITY OR DESIGN
PATENT APPLICATION (37 CFR § 1.63)**

Case No:

63419US013

As a below named inventor, I believe I am an original inventor or an original joint inventor of a claimed invention in the application and for which a patent is sought on the invention entitled:

**SYSTEM AND METHOD FOR ASSIGNING PIECES OF CONTENT TO TIME-SLOTS SAMPLES FOR
MEASURING EFFECTS OF THE ASSIGNED CONTENT**

The specification of which:

☐ is attached hereto;

☒ was filed on **October 15, 2013**
as United States Application No.

14/053909

☐ is identified as PCT International Application No.
filed on

The above-identified application was made or authorized to be made by me.

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

In addition, for good and valuable consideration, receipt of which is acknowledged, I have agreed to assign and transfer and do hereby assign and transfer unto the 3M INNOVATIVE PROPERTIES COMPANY, a wholly-owned subsidiary of 3M COMPANY, and a corporation of Delaware, having its principal office at Saint Paul, Minnesota, its successors and assigns, the entire right, title, and interest in and to the said invention and application, and in and to any division or continuation (in whole or in part) of said application, and in and to any and all improvements in the said invention made by me or made jointly with others (provided any such improvement is made during, or within one year after the termination of, my employment with 3M COMPANY and any of its existing or future subsidiaries), and in and to any and all Letters Patent, reexaminations, reissues, or extensions thereof, of the United States of America and countries foreign thereto (including the right to apply for Letters Patent, Utility Models, or Inventors' Certificates in foreign countries in its own name and to claim any priority rights for such foreign applications to which such applications are entitled under international conventions, treaties, or otherwise), which have been or may be granted thereon or on any divisional, continuation (in whole or in part), renewal, reexamination, reissue, or other or further application based in whole or in part upon the said invention or improvements thereon, to be held and enjoyed as fully and exclusively as they would have been by me had this assignment and transfer not been made;

I do further agree for myself and for my heirs, executors, and administrators, to execute and deliver without further consideration any further applications, assignments, and documents, and to perform such other acts as I lawfully may, that may be deemed necessary by said Company, its successors, assigns, and nominees, fully to secure its right, title, and interest as aforesaid and to obtain or maintain Letters Patent, Utility Models, or Inventors' Certificates in any and all countries; and

I do hereby authorize and request the Commissioner of Patents to issue any and all Letters Patent which may be granted upon any of the said applications, to said 3M Innovative Properties Company, as the assignee of the entire right, title, and interest therein.

Legal Name of Inventor:

Frederick J. Arsenault

Inventor's Signature:



Date:

4-2-18