

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT5015022

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
HUGH H HOLMAN	06/19/2018
ERIK E CHELSTAD	06/19/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	OBSERVA, INC.
<b>Street Address:</b>	323 N. 36TH STREET
<b>City:</b>	SEATTLE
<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98103
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15821285
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(206)223-7107
<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>	
<b>Phone:</b>	206.223.7000
<b>Email:</b>	patents@lanepowell.com
<b>Correspondent Name:</b>	KEVIN JABLONSKI C/O LANE POWELL
<b>Address Line 1:</b>	1420 FIFTH AVENUE, SUITE 4200
<b>Address Line 2:</b>	PO BOX 91302
<b>Address Line 4:</b>	SEATTLE, WASHINGTON 98111
<b>ATTORNEY DOCKET NUMBER:</b>	129734.0503
<b>NAME OF SUBMITTER:</b>	KEVIN D JABLONSKI
<b>SIGNATURE:</b>	/Kevin D Jablonski/
<b>DATE SIGNED:</b>	06/20/2018
<b>Total Attachments: 4</b>	
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## ASSIGNMENT

WHEREAS we, HUGH H. HOLMAN; and ERIK E. CHELSTAD (hereinafter "ASSIGNORS"), having a mailing address of 323 N. 36th Street, Seattle, Washington 98103, are the joint inventors of the invention(s) disclosed in an application for United States letters patent entitled, "SYSTEM AND METHOD FOR CORRELATING OBSERVATION CAMPAIGN DATA WITH SALES DATA," having a filing date of November 22, 2017, and having been allotted United States Patent Application Serial No. 15/821,285; and

WHEREAS, OBSERVA, INC. (hereinafter "ASSIGNEE"), a juristic entity of the State of Washington, having a principle place of business at 323 N. 36th Street, Seattle, Washington 98103, is desirous of acquiring the entire right, title, and interest in and to the invention(s), application(s), and/or any letters patent(s) 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, ASSIGNORS hereby sell, assign, and transfer unto said ASSIGNEES the entire right, title, and interest in and to said invention(s), said application(s), including any and all nonprovisional application(s) for letters patent claiming priority thereto, and any and all letters patent(s) which may be granted therefor in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisional, reissue, continuation, continuation-in-part, and substitute application(s) thereof, including the right to file any foreign application(s) directly in the name of ASSIGNEES and to claim priority rights deriving from said United States application(s) to which said foreign application(s) are entitled by virtue of international convention, treaty, or otherwise, said invention(s), application(s) and any and all letters patent(s) granted therefor to be held and enjoyed by ASSIGNEES, their successors, and assigns as fully and entirely as same would have been held and enjoyed by ASSIGNORS had this assignment, transfer, and sale not been made;


ASSIGNORS hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent(s) on said invention(s) to ASSIGNEES;

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

ASSIGNORS further transfer and assign to ASSIGNEES all causes of action, rights, and remedies arising under any such application(s) for United States and/or foreign letters patent(s) on said invention(s) prior to, on, or after the effective date of this Assignment; and

ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for any and all application(s) for United States and/or foreign letters patent(s) on said invention(s), for litigation regarding any and all application(s) and/or letters patent(s), and/or for the purpose of protecting title to said invention(s), application(s), and/or letters patent(s) therefor.

ASSIGNORS accepts the terms and conditions of the  
CONFIRMATION/ASSIGNMENT:

  
\_\_\_\_\_  
Hugh M. Holman

6/19/18  
\_\_\_\_\_  
Date

I hereby declare that I was personally present and did see ASSIGNOR, who is personally known to me to be the person named above, duly sign and execute this Assignment document on this 19 day of June, 2018, of his/her own free will for the purpose expressed therein at the following location:

Seattle, WA

WITNESS

Name: Adam Kirk

Signature:   
\_\_\_\_\_

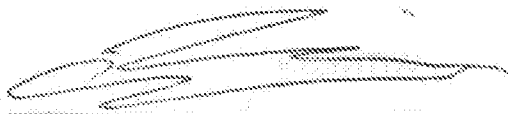
  
Erik E. Chelstad

6/19/18  
Date

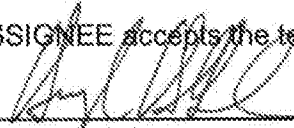
I hereby declare that I was personally present and did see ASSIGNOR, who is personally known to me to be the person named above, duly sign and execute this Assignment document on this 19 day of June, 2018, of his/her own free will for the purpose expressed therein at the following location:  
Seattle, WA

WITNESS

Name: Adam Kirk

Signature: 

ASSIGNEE accepts the terms and conditions of the Assignment:

  
\_\_\_\_\_  
Hugh H. Holman  
CEO  
Observa, Inc

Date

06/19/2018

I hereby declare that I was personally present and did see ASSIGNOR, who is personally known to me to be the person named above, duly sign and execute this Assignment document on this 19 day of June, 2018, of his/her own free will for the purpose expressed therein at the following location:

Seattle, WA

WITNESS

Name:

Adam Kim

Signature:

