

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5022720

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MARDAV WALA	03/13/2018
GUAN LIAO	03/21/2018
MICHAELA MOORE	03/07/2018
JOHN FOREMAN	03/19/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	THE ROCKET SCIENCE GROUP LLC
<b>Street Address:</b>	675 PONCE DE LEON AVENUE NE
<b>Internal Address:</b>	SUITE 5000
<b>City:</b>	ATLANTA
<b>State/Country:</b>	GEORGIA
<b>Postal Code:</b>	30308
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15748085
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<b>Address Line 4:</b>	ATLANTA, GEORGIA 30309
<b>ATTORNEY DOCKET NUMBER:</b>	094952-1075981
<b>NAME OF SUBMITTER:</b>	SANDEE HARVEY
<b>SIGNATURE:</b>	/SANDEE HARVEY/
<b>DATE SIGNED:</b>	06/25/2018
<b>Total Attachments: 3</b>	

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**ASSIGNMENT**  
(Patent Application)

We, the undersigned, have invented certain inventions and improvements disclosed in a utility non-provisional patent application entitled:

**“OPTIMIZING EVALUATION OF EFFECTIVENESS FOR MULTIPLE VERSIONS OF ELECTRONIC MESSAGES,”**

filed with the U.S. Patent and Trademark Office on January 26, 2018,

and assigned Application No. 15/748,085.

For one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which we acknowledge, we:

1. Agree to assign, transfer, convey, and sell, hereby assign, transfer, convey, and sell and have assigned, transferred, conveyed, and sold to The Rocket Science Group LLC, a limited liability company of the State of Georgia having a principal place of business at 675 Ponce de Leon Avenue NE, Suite 5000, Atlanta, GA 30308 (“Assignee”), the entire right, title, and interest in and to:
  - (a) all intellectual property (including, without limitation, any innovation, information, invention, discovery, product, process, work or design) disclosed, embodied, shown, or claimed in the above-referenced patent application, implicitly or explicitly;
  - (b) the above-referenced patent application, and all applications based in whole or in part upon the above-referenced patent application, including, without limitation, all applications that are a provisional, non-provisional, design, divisional, continuation, continuation-in-part, registration, utility model, industrial design, reissue, renewal, substitute, extension, reexamination, post-grant review, inter partes review, supplemental examination or non-U.S. patent application or application for other rights based in whole or in part on the above-referenced patent application;
  - (c) the right to claim priority to the above-referenced patent application, and any and all applications referenced in subsection (b); and
  - (d) all patents (including, without limitation, all U.S. and non-U.S. patents, registrations, utility models, industrial designs, design patents, counterparts, continuations, continuations-in-part, divisionals, reissues, renewals, substitutes, extensions, reexaminations, post-grant reviews, inter partes reviews and supplemental examinations) that are granted or issued upon, or that claim priority to, any and all applications described in (b) of this paragraph or that disclose or claim intellectual property described in (a) of this paragraph, in whole or in part; and

**ASSIGNMENT**

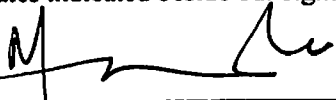
U.S. Application No. 15/748,085

Attorney Docket No. 094952-1075981

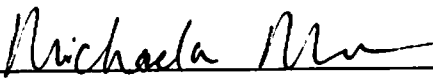
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- (e) all claims for damages by reason of past infringement of any rights under the applications or patents described in (a), (b) or (c) of this paragraph (including provisional rights to reasonable royalties pursuant to 35 U.S.C. §154(d)) and the right to sue for and collect such damages and royalties for Assignee's own use.
2. Authorize and request the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue to the Assignee any and all patent(s), or other rights or documents, resulting from the intellectual property, patent application(s) and patents described in paragraph 1 of this Assignment.
  3. Agree to sign all papers and documents, including without limitation, applications, declarations, oaths and petitions, and, at the Assignee's expense, perform any other acts that are necessary in connection with prosecution of patent application(s) or intellectual property described in paragraph 1 of this Assignment and the enforcement of patent(s) or other rights resulting from such patent application(s) or intellectual property.
  4. Agree that the terms, covenants, and conditions of this Assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon us, as well as our heirs, legal representatives, and assigns.
  5. Promise and affirm that we have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.

Signed on the dates indicated beside our signatures.

Signature:  \_\_\_\_\_ Date: 3-13-2018  
**MARDAV WALA**

Signature: Guan Liao \_\_\_\_\_ Date: 03/21/2018  
9D1AFFC5516C24B532D6B97E0471BF6A contractworks  
**GUAN LIAO**

Signature:  \_\_\_\_\_ Date: 3.7.18  
**MICHAELA MOORE**

Signature: John Foreman \_\_\_\_\_ Date: 03/19/2018  
E78CACF1F202024042FAFC104181F20C contractworks  
**JOHN FOREMAN**

**ASSIGNMENT**

**U.S. Application No. 15/748,085**

**Attorney Docket No. 094952-1075981**

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**Assignee hereby accepts this Assignment:**

**THE ROCKET SCIENCE GROUP LLC**

*Scott Culpepper*

**By:** 92D2F41F923FE8E3D52C8409C66BA74C contract works

**Name:** J. Scott Culpepper

**Title:** General Counsel

**Date:** 03/21/2018

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