

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ERIC JAMES LYNCH	03/18/2016
DARRYL KANOUSE	03/18/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Activision Publishing, Inc.
<b>Street Address:</b>	3100 Ocean Park Blvd.
<b>City:</b>	Santa Monica
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90405
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	16128902
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<b>NAME OF SUBMITTER:</b>	SONA DALAL
<b>SIGNATURE:</b>	/SONA DALAL/
<b>DATE SIGNED:</b>	09/12/2018
<b>Total Attachments: 2</b>	
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**ASSIGNMENT**

WHEREAS, **Eric James Lynch**, a citizen of the United States of America, residing in Manhattan Beach, California; and **Darryl Kanouse**, a citizen of the United States of America, residing in Redondo Beach, California, (hereinafter "Assignors"), have made an invention entitled:

**SYSTEM AND METHOD FOR GENERATING PERSONALIZED MESSAGING  
CAMPAIGNS FOR VIDEO GAME PLAYERS**

described in a United States Patent Application, the Specification of which is attached hereto; and

WHEREAS, **Activision Publishing, Inc.** (hereinafter "Assignee"), with a principal place of business at 3100 Ocean Park Blvd., Santa Monica, California 90405, is desirous of acquiring the entire right, title and interest in and to the aforesaid invention, application and all Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted therefor;

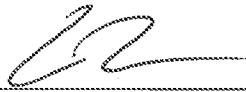
NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said Assignors, by these presents do sell, assign and transfer unto Assignee, its successors, legal representatives and assigns, the full and exclusive right in and to the said invention as described in the said application, and in and to any Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted therefor and all rights to claim priority on the basis of said application;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks or any other proper officer or agency of any country to issue all said Letters Patent to said Assignee;

AND WE HEREBY warrant and covenant that we have the full right to convey the entire interest herein assigned and that we have not executed and will not execute any instrument or assignment in conflict herewith;

AND WE HEREBY agree to communicate to said Assignee or its representatives any facts known to us respecting said invention, to execute all divisional, continuation, reissue, reexamination, extension, substitute and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to said invention, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors, legal representatives or assigns, and to testify in any judicial or administrative proceeding and generally do everything possible to aid the said Assignee to obtain and enforce said Letters Patent in the United States or any foreign country when requested so to do by said Assignee.


Signature of Inventor:  
Inventor's Name:

  
\_\_\_\_\_  
**Eric James Lynch**

Date of Execution:

3/18/2016  
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Signature of Inventor:  
Inventor's Name:

  
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**Darryl Kanouse**

Date of Execution:

3/18/2016  
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