

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5413191

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ERIK C. NEUENSCHWANDER	11/01/2018
JASON A. NOVAK	09/28/2018
JOSEPH A. TYSON	11/27/2018
DANA J. DUBOIS	10/11/2018
JAKOB D. SWANK	10/03/2018
DARREN M. LEW	10/02/2018
DMITRIY Y. FILYUSHIN	09/25/2018
KATHERINE B. SKINNER	02/12/2019
ROSS F. LEBEAU	10/03/2018
PAYAM MIRRASHIDI	10/17/2018
GUY L. TRIBBLE	10/18/2018
JEFFREY L. ROBBIN	10/08/2018
SAM H. GHARABALLY	10/15/2018
RECEIVING PARTY DATA	
Name:	APPLE INC.
Street Address:	ONE APPLE PARK WAY
City:	CUPERTINO
State/Country:	CALIFORNIA
Postal Code:	95014
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16146796
CORRESPONDENCE DATA	
Fax Number:	(844)670-6009
<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>	
Phone:	(408) 701-6200
Email:	SVDocketing@dickinson-wright.com, ROrlando@dickinson-wright.com
Correspondent Name:	DICKINSON WRIGHT RLLP

PATENT

Address Line 1:	ATTN: SV DOCKETING
Address Line 2:	P.O. BOX 569
Address Line 4:	CUPERTINO, CALIFORNIA 95015

ATTORNEY DOCKET NUMBER:	P37601US1/28130US.1
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NAME OF SUBMITTER:	BRET J. MCCLAY
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SIGNATURE:	/Bret J. McClay/
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DATE SIGNED:	03/08/2019
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Total Attachments: 13

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ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

TECHNIQUES FOR MANAGING ADVERTISEMENT ATTRIBUTIONS WHILE PRESERVING USER PRIVACY

(Atty. Docket No. P37601US1/28130US.1)

for which I have executed an application on even date herewith.

- ☒ which bears application No. 16/146,796
☐ which is a U.S. provisional application.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to Apple Inc., a California corporation having a place of business at One Apple Park Way, Cupertino, CA 95014 ("ASSIGNEE"), the entire right, title and interest to the above-referenced application, any and all improvements and inventions disclosed therein, as well as concurrent applications, applications having priority claims to/from, any derivative applications thereof, foreign or Patent Cooperation Treaty ("PCT") applications based in whole or at least in part thereon, and any and all patents resulting from such applications (including foreign patents and the right to claim priority).
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- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

Signature: 
Typed Name: Erik C. NEUENSCHWANDER

Date: Nov 1, 2018

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Signed on the date indicated beside my signature.

Signature: _____

Typed Name: Jason A. NOVAK

Date: 2018-09-28

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Signed on the date indicated beside my signature.

Signature: _____

Typed Name: Joseph A. TYSON

Date: 27 Nov 2018

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Signed on the date indicated beside my signature.

Signature: _____

Typed Name: Dan J. DUBOIS

Date: 10/11/2018

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Signed on the date indicated beside my signature.

Signature: _____

Typed Name: Jakob D. SWANK

Date: 10/03/2018

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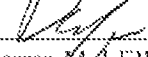
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Signed on the date indicated beside my signature.

Signature: 
Typed Name: Darren M. LEW

Date: 10/2/2018

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Signed on the date indicated beside my signature.

Signature: _____

Typed Name: Dmitriy Y. FILYUSHIN

Date: Sept 25, 2018

ASSIGNMENT OF PATENT APPLICATION

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Signed on the date indicated beside my signature.

Signature: _____

Typed Name: Katherine B. SKINNER

Date: _____

02/12/2019

(Atty. Docket No. P37601US1/28130US.1)

v1.1

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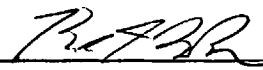
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Signed on the date indicated beside my signature.

Signature: 
Typed Name: Ross F. LEBEAU

Date: 10/3/2018

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Signed on the date indicated beside my signature.

Signature: 
Typed Name: Payam MIRRASHIDI

Date: 10/17/18

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Signed on the date indicated beside my signature.

Signature: 

Typed Name: Guy L. TRIBBLE

Date: Oct. 18, 2018

(Atty. Docket No. P37601US1/28130US.1)

vi.1

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Signature: 
Typed Name: Jeffrey L. ROBBIN

Date: 10/6/18

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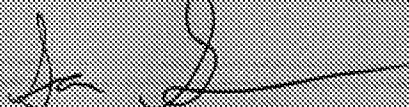
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☐ which is a U.S. provisional application.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to Apple Inc., a California corporation having a place of business at One Apple Park Way, Cupertino, CA 95014 ("ASSIGNEE"), the entire right, title and interest to the above-referenced application, any and all improvements and inventions disclosed therein, as well as concurrent applications, applications having priority claims to/from, any derivative applications thereof, foreign or Patent Cooperation Treaty ("PCT") applications based in whole or at least in part thereon, and any and all patents resulting from such applications (including foreign patents and the right to claim priority).
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any divisional, continuation, design application, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 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 representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

Signature:



Date:

10/15/17

Typed Name: Sam H. GHARABALLY