

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT5416654

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
WENMIAO LU	03/10/2019
JED HO CHOU	03/10/2019
KEHAN JIANG	03/10/2019
JEREMY ALEXANDER KANTERMAN	03/11/2019
RECEIVING PARTY DATA	
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Street Address:	770 BROADWAY
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16299380
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NAME OF SUBMITTER:	ALI ASSAR
SIGNATURE:	/Ali Assar/
DATE SIGNED:	03/12/2019
Total Attachments: 3	
source=Assignment#page1.tif	
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source=Assignment#page3.tif	

ASSIGNMENT OF PATENT APPLICATION BY INVENTOR

Whereas I / We, **Wenmiao Lu, Jed Ho Chou, Kehan Jiang, and Jeremy Alexander Kanterman**, an undersigned inventor (hereinafter "INVENTOR"), have invented certain new and useful improvements as set forth in the patent application entitled:

USER FUNNEL STAGE SCORE DETERMINATION

- ☒ for which I have executed a U.S. patent application on even date herewith.
- ☐ which bears U.S. application serial No. _____, filed _____.
- ☐ for which I have executed a patent application in the country of _____ on even date herewith.
- ☐ which I have executed a U.S. provisional application on even date herewith.
- ☐ which is a U.S. provisional application which bears U.S. application serial No. _____, filed _____.

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

(a) Sell, assign and transfer to Oath Inc., a Delaware corporation having a place of business at 770 Broadway, New York NY 10003 (hereinafter "ASSIGNEE"), (1) the entire right, title and interest, and any and all revenues and rights to revenue, for any purpose, associated with commercialization, everywhere in the world, to (A) any and all inventions described in said Application, (B) said Application, (C) any patent that may be granted thereof, (D) any patent applications or patents which may claim priority of (or serve as the basis for a priority claim by) said Application (including but not limited to continuations, divisions, continuations-in-part, substitutes, reissues, reexaminations or extensions thereof, together with all priority rights and counterpart applications under any existing or future international patent conventions, agreements or treaties), and;(2) the right to sue third parties for patent infringement (including but not limited to damages) accruing based on activities occurring prior to the execution date hereof.

(b) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.

(c) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, and to communicate to the ASSIGNEE any facts known to us respecting the improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally 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.

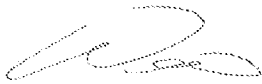
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(e) Covenant not to challenge the validity or enforceability of any of the patent applications or patents assigned to ASSIGNEE hereunder.

(f) 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.

(g) Authorize and request my attorney/agent to insert above the application number in order to assist with recordal of this assignment or any other information necessary to perfect this assignment.

IN TESTIMONY WHEREOF, I, Wenmiao Lu, have executed this document on the date indicated below.



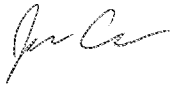
Mar. 10, 2019

Signature of Inventor

Date

Champaign, IL
Inventor's City, State of residence

IN TESTIMONY WHEREOF, I, Jed Ho Chou, have executed this document on the date indicated below.



Mar. 10, 2019

Signature of Inventor

Date

Sunnyvale, CA
Inventor's City, State of residence

IN TESTIMONY WHEREOF, I, **Kehan Jiang**, have executed this document on the date indicated below.

Kehan Jiang

Mar. 10, 2019

Signature of Inventor

Date

Urbana, IL
Inventor's City, State of residence

IN TESTIMONY WHEREOF, I, **Jeremy Alexander Kanterman**, have executed this document on the date indicated below.

Jeremy Alexander Kanterman

Mar. 11, 2019

Signature of Inventor

Date

Scotch Plains, NJ
Inventor's City, State of residence