

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5433946

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
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WEI CHEN	03/20/2019
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Property Type	Number
Application Number:	16360456
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ATTORNEY DOCKET NUMBER:	TATA1110-1
NAME OF SUBMITTER:	KATHARINA W. SCHUSTER
SIGNATURE:	/Katharina W. Schuster/
DATE SIGNED:	03/21/2019
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 2	
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DECLARATION AND ASSIGNMENT FOR PATENT APPLICATIONS
(37 CFR 1.63)

Attorney Docket No.	TATA1110-1
First Named Inventor	Michael D. Swinson
COMPLETE IF KNOWN	
Application Number	Not Yet Assigned
Filing Date	Herewith
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned

SYSTEMS AND METHODS FOR DEBIASING MEDIA CREATIVE EFFICIENCY
(Title of Invention)

DECLARATION

As a below named inventor, the undersigned hereby declares that:

This declaration is directed to:

The attached application,

AND/OR

United States Application Number or PCT International application number _____, filed on _____, as amended on _____.

I have reviewed and understand the contents of the above-identified specification, including the claims.

I believe I am the original inventor or an original joint inventor of a claimed invention in the above-identified application.

The above-identified application was made or authorized to be made by me.

I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me which is material to the patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part.

I further acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

ASSIGNMENT

This Assignment is made by **Michael D. Swinson** of 1519 Stanford St. #6, Santa Monica, CA 90404, and **Wei Chen** of 847 19th St Apt B, Santa Monica, CA 90403 ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled "**SYSTEMS AND METHODS FOR DEBIASING MEDIA CREATIVE EFFICIENCY**," for which an application for United States Letters Patent is made, identified by Attorney Docket No. TATA1110-1 (United States Patent Application No. **16/360,456**, filed **March 21, 2019**);

WHEREAS, Assignors believe themselves to be the original inventors of the invention including any and all improvements disclosed in said application ("Invention"); and

WHEREAS, the parties desire to have a recordable instrument assigning the entire right, title and interest in and to said invention, said application, on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application for protection ("Applications"), and any patents, invention registrations or other forms of protection ("Patents") that may be granted for said Invention from any Applications in the United States and throughout the world;

NOW, THEREFORE, in accordance with the obligations to assign the invention and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign, and transfer to **Tatari, Inc.**, having a principal place of business at **605 Market Street, Suite 700, San Francisco, CA 94105** (hereinafter referred to as "Assignee"), the entire right, title, and interest in and to said Invention, said Applications and any Patents that may be granted for said Invention in the United States and throughout the world, including the right to file any applications directly in the name of the Assignee and to claim for any such applications any priority rights to which such applications are entitled, the right to prosecute infringers of any Patents that may be granted for said Invention in the United States and throughout the world and any provisional or other right to recover damages, including royalties, for prior infringements of any of said Applications or Patents that may be granted for said Invention in the United States and throughout the world.

Assignors agree that, upon request and without further compensation, but at no expense to Assignors, they and/or their legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing the Patents in the United States and throughout the world for said invention, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to said Invention, said application, and any Patents granted for said Invention in the United States and throughout the world.

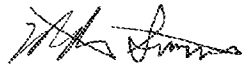

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignors authorize and request the Commissioner for Patents of the United States and of all foreign countries to issue any Patents granted for said invention, whether on said application or on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application, to Assignee, its successors and assigns, as the assignee of the entire interest in said invention.

Assignors hereby authorize and request the registered practitioner(s) associated with **Customer No. 44654** to insert above the filing date and application number of said application in this Assignment when known.

IN WITNESS WHEREOF, Assignors have executed this Declaration and Assignment on the date provided below.

LEGAL NAME OF INVENTOR:

Given Name (first and middle [if any])		Family Name or Surname	
MICHAEL D.		SWINSON	
Inventor's Signature		Date	03 / 20 / 2019
Given Name (first and middle [if any])		Family Name or Surname	
WEI		CHEN	
Inventor's Signature		Date	03/20/2019