

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5465245

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MEILENE LAM	03/29/2019
PAOLO ZOCCANTE	03/27/2019
ABIE COHEN	03/19/2019
RECEIVING PARTY DATA	
Name:	FARFETCH UK LIMITED
Street Address:	LEGAL DEPARTMENT 4TH FLOOR, THE BOWER
Internal Address:	211 OLD STREET
City:	LONDON
State/Country:	UNITED KINGDOM
Postal Code:	EC1V 9NR
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16229952
CORRESPONDENCE DATA	
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Address Line 2:	801 CALIFORNIA STREET
Address Line 4:	MOUNTAIN VIEW, CALIFORNIA 94041
ATTORNEY DOCKET NUMBER:	25157-42439/US
NAME OF SUBMITTER:	RAJIV P. PATEL, REG. NO.: 39,327
SIGNATURE:	/Rajiv P. Patel/
DATE SIGNED:	04/09/2019
Total Attachments: 4	
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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Farfetch UK Limited**, a company incorporated under the laws of the England and Wales, having a place of business at **Legal Department, 4th Floor, The Bower, 211 Old Street, London UK EC1V 9NR** ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional or non-provisional application filed under 35 U.S.C. § 111, design application filed under 35 U.S.C. § 171, Registered Community Designs, international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"), and any patents issuing thereon ("PATENT RIGHTS"):

- Application No. 16/229,952, entitled "**Central Control System and Method**" filed on **December 21, 2018**, which claims priority from United Kingdom Application Number 1721827.12 filed December 22, 2017 and European Patent Office Application Number 17275199.2 filed on December 22, 2017.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto that have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) that may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

Title:	Central Control System and Method	Attorney Docket #:	25157-42439/US
Filed:	December 21, 2018	Client Ref #:	P43187US/SSA/MLE
Application #:	16/229,952		

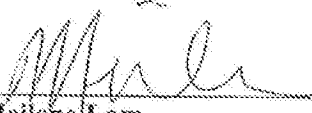
INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office or other authority for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

Date of Signature
(REQUIRED)


Meilene Lam

29
Nov 21, 2019

Name and Signature

Date of Signature
(REQUIRED)

Paolo Zoccante

Name and Signature

Date of Signature
(REQUIRED)

Abie Cohen

Title:	Central Control System and Method		
Filed:	December 21, 2018	Attorney Docket #:	25157-42439/US
Application #:	16/229,952	Client Ref #:	P43107US/SSA/MLR

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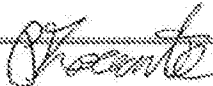
Name and Signature

Date of Signature
(REQUIRED)

Meilene Lam

Name and Signature

Date of Signature
(REQUIRED)



Paolo Zoccante

March 27, 2019

Name and Signature

Date of Signature
(REQUIRED)

Abie Cohen

Title:	Central Control System and Method		
Filed:	December 21, 2018	Attorney Docket #:	25157-42439/US
Application #:	16/229,952	Client Ref #:	P43107US/SSA/MLE

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Name and Signature

Date of Signature
(REQUIRED)

Meilene Lam

Name and Signature

Date of Signature
(REQUIRED)

Paolo Zoccante

Name and Signature

Date of Signature
(REQUIRED)



Abie Cohen

3/19/2019