

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5503075

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	JARVIS MAK	03/29/2019
RECEIVING PARTY DATA		
Name:	ALPHONSO INC.	
Street Address:	2440 W. EL CAMINO REAL	
Internal Address:	SUITE 450	
City:	MOUNTAIN VIEW	
State/Country:	CALIFORNIA	
Postal Code:	94040	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	16241974
CORRESPONDENCE DATA		
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<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>		
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Correspondent Name:	MARK E. UNGERMAN	
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ATTORNEY DOCKET NUMBER:	109036	
NAME OF SUBMITTER:	MARK E. UNGERMAN	
SIGNATURE:	/Mark E. Ungerman/	
DATE SIGNED:	05/01/2019	
Total Attachments: 2		
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source=109036_Mak_Assignment#page2.tif		

ASSIGNMENT

This assignment is by:

1. Jarvis Mak, First Named Inventor

(referred to in this Assignment as "Assignors"), who have a mailing address as listed below.

This Assignment is to:

Assignee: ALPHONSO INC.

Address: 2440 W. El Camino Real, #450, Mountain View, CA 94040

A corporation duly organized under and pursuant to the laws of: Delaware

(referred to in this Assignment as "Assignee"), who desires to confirm acquisition and acquire the entire right, title and interest in the inventions and the application for letters patent of the United States identified herein, in the United States and worldwide and all letters patent or patents, to be obtained therefor and thereon.

Assignors have invented certain new and useful inventions in:

Bidding Agent Using Ad Opportunity Source to Limit Ad Reach

for which an application for patent in the United States of America has been filed or is being filed. Where this Assignment is not filed concurrently with the application, the following identifying information may be added after execution:

Serial No.: 16/241,974

Filing Date: 01/07/2019

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged,

1. Assignors confirm that they have and hereby sells, assigns, transfers and sets over, to Assignee, its successors, legal representatives and assigns, Assignor's entire right, title and interest in and to the above-mentioned inventions, application for letters patent, and any and all letters patent or patents in the United States of America, worldwide and in all foreign countries which may be granted therefor and thereon, and in and to any and all provisional applications, divisions, continuations, continuations-in-part and substitutions of said application, or reissues, re-examinations or extensions of said letters patent or patents, and all rights under the International Convention for the Protection of Industrial Property held by Assignors, the same to be held and enjoyed by Assignee (including any right to institute actions and to recover for past, present and future infringement), for its own use and the use of its successors, legal representatives and assigns, to the full end of the term or terms for which letters patent or patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignors, had this assignment not been made.
2. Assignors shall promptly sign and execute all rightful papers and documents, take all lawful oaths, and do all acts necessary, required or useful for the procurement, maintenance, enforcement, defense or otherwise to secure title thereto to the Assignee, at the sole cost and expense of Assignee, its successors, legal representatives and assigns, in each case including, without limitation, arising from or relating to (a) said inventions, or said application for letters patent; (b) letters patent for said inventions in any country, including any reissue, re-examination or extension of or interference proceedings; or (c) any provisional, division, continuation, continuation-in-part, or substitutions of any application for letters patent or any reissues, re-examinations, extensions or interference proceedings involving any letters patent, to be obtained thereon. To be clear, for purposes of this paragraph, "desirable" shall include, without limitation, any act necessary or useful in connection with United States laws and/or international conventions.
3. Assignors hereby authorize and request the Commissioner of Patents in the United States to issue the above mentioned letters patent of the United States to Assignee as the assignee of said inventions and the letters patent to be issued thereon for the sole use of Assignee, its successors, legal representatives and assigns.
4. Assignors hereby grant Assignee's attorneys, the power to insert on this assignment any further identification which may be necessary or desirable to identify the patent application or in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document, including the power to insert on this assignment the application number and filing date of said application when they become known.

In witness whereby, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date: 3/29/19

Signature: 
Jarvis Mak

This assignment may be signed before either:
(a) Notary Public for one of the States of the United States, or (b) two witnesses who sign below:

State of:

County of:

Before me personally appeared:

Printed Name of Inventor

whom acknowledged the foregoing instrument to be a free act and deed and also represented that he/she is authorized to execute this Assignment.

Dated: _____

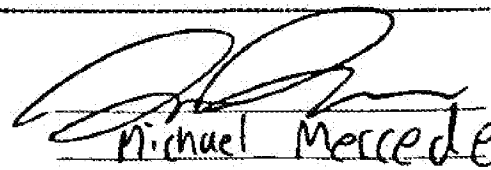
Notary Public

My commission expires: _____

NOTARY PUBLIC

WITNESSES

Date: 3/29/2019

Signature of Witness: 

Print or Type Name: Michael Mercede

Date: 3/29/2019

Signature of Witness: 

Print or Type Name: Leigh Blangum

When this Assignment is not filed concurrently with the patent application,
the following identifying information may be added after execution:

U.S. Application Serial No.:

Filing Date: