

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT5521275

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	BEST BUY CO., INC.	05/14/2019
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	BBY SOLUTIONS, INC.	
<b>Street Address:</b>	7601 PENN AVE S	
<b>City:</b>	RICHFIELD	
<b>State/Country:</b>	MINNESOTA	
<b>Postal Code:</b>	55423	
<b>PROPERTY NUMBERS Total: 7</b>		
<b>Property Type</b>	<b>Number</b>	
<b>Application Number:</b>	61759641	
<b>PCT Number:</b>	US2014014059	
<b>Patent Number:</b>	8781502	
<b>Application Number:</b>	61822568	
<b>Patent Number:</b>	9715698	
<b>Application Number:</b>	14169964	
<b>Application Number:</b>	15352404	
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>		
<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>		
<b>Email:</b>	BBYPatent@bestbuy.com	
<b>Correspondent Name:</b>	KAREN BRENNAN	
<b>Address Line 1:</b>	7601 PENN AVE S	
<b>Address Line 4:</b>	RICHFIELD, MINNESOTA 55423	
<b>NAME OF SUBMITTER:</b>	KAREN BRENNAN	
<b>SIGNATURE:</b>	/Karen Brennan/	
<b>DATE SIGNED:</b>	05/14/2019	
	This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 4</b>		

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## PATENT ASSIGNMENT

This Patent Assignment is between **Best Buy Co., Inc.** a corporation organized and existing under the laws of the State of Minnesota, and having a principal place of business at 7601 Penn Avenue South, Richfield, Minnesota 55423 ("Assignor") and **BBY Solutions, Inc.**, a corporation organized and existing under the laws of the State of Minnesota and having a principal place of business at 7601 Penn Avenue South, Richfield, Minnesota 55423 ("Assignee").

The Assignor has delivered this instrument signed by the Assignor to enable the Assignee to file it with any appropriate governmental agency to indicate ownership of the patents described below and for the other purposes set forth in this instrument.

1. For good and valuable consideration, receipt of which the Assignor acknowledges, and by signing and delivering this instrument, the Assignor sells, assigns, transfers, conveys, and delivers to the Assignee all of the Assignor's right, title, and interest in and to:
  - (a) All issued patents, applications for patents, and any other rights to inventions and design whether patentable or unpatentable for those inventions, designs, patents, and applications specifically listed in Schedule 1 to this Patent Assignment (collectively the "Patents"). Such assignment includes:
    - (i) all any parent patent applications, continuations, continuations-in-part, divisionals, country equivalents, or any other further application based in whole or in part on any of the Patents, and any patent rights relating thereto (including utility patents, design patents, utility models and inventors' certificates) whether in the United States or anywhere in the World;
    - (ii) rights to use, license and otherwise exploit the Patents;
    - (iii) all income, royalties, damages, and payments hereafter due or payable to the Assignor with respect to the Patents, including without limitation unpaid damages and payments for past, present, and future infringements of any of the Patents;
    - (iv) all rights in and under the Patents to the fullest extent allowed by law as fully as the Assignor would have held the same in the absence of this assignment; and
    - (v) all rights to sue and recover damages and payments for past, present, and future infringements or other violation of any of the Patents, including the right to fully and entirely replace the Assignor in all related matters.

2. As of the date set forth below, the Assignee has succeeded to all right, title, and standing of the Assignor to: (a) receive all rights and benefits pertaining to the Patents and related rights described above, and (b) commence, prosecute, defend and settle all claims and take all actions that the Assignee, in its sole discretion, may elect in relation to the Patents described above. This Patent Assignment (a) is irrevocable and effective upon the Assignor's signature to and delivery of a manually signed copy of this instrument or facsimile or email transmission of the signature to this instrument in connection with the execution of the Agreement, if and only if the such execution occurs, (b) benefits and binds the parties to the Agreement and their respective successors and assignees and (c) does not modify or affect, and is subject to, the provisions of the Agreement.

BEST BUY CO., INC. [Assignor]

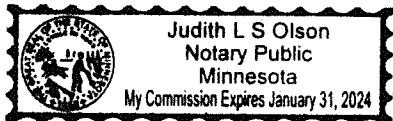
By: William R. Skallerud  
William R. Skallerud  
VP, Associate General Counsel

STATE OF MINNESOTA

COUNTY OF HENNEPIN

I, Judith L S Olson, Notary Public, certify that William R. Skallerud is personally known to me and is duly empowered to execute and deliver this Certificate. I further certify that he represents Best Buy Co., Inc. in his capacity as VP, Associate General Counsel, and that said representation is legal and satisfactory pursuant to the authenticated documents exhibited before me.

Signed and sworn to before me this 14<sup>th</sup> day of May, 2019.

Judith L S Olson  


BBY SOLUTIONS, INC. [Assignee]

By: Karen Brennan  
Karen Brennan  
Senior Director, Legal & Authorized Signatory

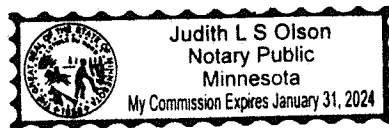
STATE OF MINNESOTA

COUNTY OF HENNEPIN

I, Judith L S Olson, Notary Public, certify that Karen Brennan is personally known to me and is duly empowered to execute and deliver this Certificate. I further certify that she represents BBY Solutions, Inc. in her capacity as Senior Director, Legal & Authorized Signatory, and that said representation is legal and satisfactory pursuant to the authenticated documents exhibited before me.

Signed and sworn to before me this 14<sup>th</sup> day of May, 2019.

Judith L S Olson



# SCHEDULE 1

Title	Country	App. No.	Filing Date	Patent Number
Systems And Methods For Display Of Supplemental Content Responsive To Micro-Location	U.S.	61/759,641	2/1/2013	
Systems And Methods For Display Of Supplemental Content Responsive To Micro-Location	U.S.	PCT/US2014/014059	1/31/2014	
Systems And Methods For Display Of Supplemental Content Responsive To Location	U.S.	14746451.5	8/28/2015	
Systems And Methods For Display Of Supplemental Content Responsive To Location	U.S.	14/100,699	12/9/2013	8,781,502
Systems And Methods For Display Of Supplemental Content Responsive To Micro-Location	U.S.	61/822,568	5/13/2013	
Systems And Methods For Encrypting Location Broadcasts	U.S.	14/107,873	12/16/2013	9,715,698
Systems And Methods For Encrypting Location Broadcast	U.S.	14/169,964	1/31/2014	
Systems And Methods For Encrypting Location Broadcast	U.S.	15/352,404	11/15/2016	
Systems and Methods For Display of Supplemental Content Responsive to Location	China	CN201480018022	1/31/2014	
Systems and Methods For Display of Supplemental Content Responsive to Location	Europe	EP14746451	1/31/2014	

## SCHEDULE 1 TO PATENT ASSIGNMENT