

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT5523273

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                  |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                                      |
| <b>CONVEYING PARTY DATA</b>   |   |
|   |   |
| <b>Name</b>   | <b>Execution Date</b>                           |
| EUBER BISPO E. ALMEIDA  | 05/05/2019                                      |
| BRUNO SANTANA ROCHA   | 05/08/2019                                      |
| LEONARDO GUIMARAES DINIZ  | 05/06/2019                                      |
| WALLYSON NUNES DA MOTA  | 05/06/2019                                      |
| WILSON FERREIRA SIQUEIRA  | 05/07/2019                                      |
| JOAO PEDRO DE RESENDE PAULA   | 05/13/2019                                      |
| <b>RECEIVING PARTY DATA</b>   |   |
| <b>Name:</b>  | HOTMART B.V.                                    |
| <b>Street Address:</b>  | LAUNCH PAD TECNOLOGIA E SERVIÇOS LTDA           |
| <b>Internal Address:</b>  | RUA BERNARDO FIGUEIREDO, Nº 33, 1º FLOOR, SERRA |
| <b>City:</b>  | BELO HORIZONTE                                  |
| <b>State/Country:</b>   | BRAZIL  |
| <b>Postal Code:</b>   | 30 220 140                                      |
| <b>PROPERTY NUMBERS Total: 1</b>  |   |
|   |   |
| <b>Property Type</b>  | <b>Number</b>                                   |
| <b>Application Number:</b>  | 16403076  |
| <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>   | lmartino@mendelip.com                           |
| <b>Correspondent Name:</b>  | MENDELSON DUNLEAVY                              |
| <b>Address Line 1:</b>  | 1500 JOHN F. KENNEDY BLVD.                      |
| <b>Address Line 2:</b>  | TWO PENN CENTER, SUITE 312                      |
| <b>Address Line 4:</b>  | PHILADELPHIA, PENNSYLVANIA 19102                |
| <b>ATTORNEY DOCKET NUMBER:</b>  | DVME-1063US                                     |
| <b>NAME OF SUBMITTER:</b>   | KEVIN J. DUNLEAVY                               |
| <b>SIGNATURE:</b>   | /Kevin J. Dunleavy/                             |
| <b>DATE SIGNED:</b>   | 05/15/2019                                      |

**Total Attachments: 7**

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**ASSIGNMENT**

WHEREAS, **Euber Bispo E. Almeida, Bruno Santana Rocha, Leonardo Guimarães Diniz, Wallysson Nunes Da Mota, Wilson Ferreira Siqueira and João Pedro De Resende Paula** all of Launch Pad Tecnologia e Serviços Ltda, Rua Bernardo Figueiredo, nº 33, 1º Floor, Serra 30 220 140, Belo Horizonte, Minas Gerais BRAZIL (hereinafter referred to as “the Assignors”), are the inventors of certain inventions or improvements for which we have made application for Letters Patent identified as U.S. Patent Application No. **16/403,076** which was filed on **May 3, 2019**, entitled “**METHODS AND SYSTEMS FOR DISPLAYING A (PAYMENT) FORM ASSOCIATED WITH A VIDEO,**” having a docket number DVME-1063US. If not already inserted, I hereby authorize and request the law firm of Mendelsohn Dunleavy, P.C., of 1500 John F. Kennedy Blvd., Suite 312, Philadelphia, PA 19102, to insert herein the filing date(s) and application number(s) of said application(s) when known.

WHEREAS, **HOTMART B.V.** having a principal place of business at Launch Pad Tecnologia e Serviços Ltda, Rua Bernardo Figueiredo, nº 33, 1º Floor, Serra 30 220 140, Belo Horizonte, Minas Gerais BRAZIL (hereinafter referred to as “the Assignee”), is desirous of acquiring the entire right, title and interest in and to the said inventions or improvements and in and to the said applications, and in, to and under any and all Letters Patent which may be granted on or as a result thereof:

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) to us in hand paid by said Assignee, and other good and valuable consideration, the receipt of which is hereby acknowledged, We, the said Assignors, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over to said Assignee, the entire right, title and interest in and to said invention(s) or improvement(s) and said application(s) including the right to claim priority to the application(s) in any application entitled to claim such priority under national law, international conventions, treaties or otherwise, and any and all continuations, divisions and renewals of and substitutes for said application(s), and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States of America , and any reissue or reissues or extension or extensions of said Letters Patent, and assign to and authorize said Assignee, to file in our name applications for Letters Patent in the United States of America, the same to be held and enjoyed by said Assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by us had this assignment, sale and transfer not been made.

AND We hereby covenant that we have full right to convey the entire interest herein assigned, and that we have not executed and will not execute any agreement in conflict herewith, and we further covenant and agree that we will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said invention(s) or improvement(s), said application(s) and said Letters Patent to said assignee, its successors, assigns, nominees, or legal representatives, and we agree to communicate to said assignee or to its nominee all known facts respecting said invention(s) or improvement(s), said application(s) and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, reissue and foreign applications, to make all rightful oaths, and generally to do everything possible to aid said assignee, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said invention(s) or improvement(s).

AND We hereby authorize and request the Director – U.S. Patent and Trademark Office to issue to said assignee, as assignee of the entire right, title and interest, any and all Letters Patent for said invention(s) or improvement(s), including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application(s) aforesaid, in accordance with the terms of this assignment.

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

Dated: 07/25/2019 Euber Almeida (L.S.)  
Euber Bispo E. Almeida


IN WITNESS WHEREOF, I have hereunto set my hand and seal.

Dated: 08/05/19

Bruno Santana Rocha (L.S.)  
Bruno Santana Rocha

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

Dated: 06/05/2018

  
\_\_\_\_\_  
Leonardo Guimarães Diniz

(L.S.)

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

Dated: 06/05/2009

Wallysson Nunes Da Mota (L.S.)  
**Wallysson Nunes Da Mota**

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

Dated: 07/05/19

Wilson E. Siqueira (L.S.)  
Wilson Ferreira Siqueira



IN WITNESS WHEREOF, I have hereunto set my hand and seal.

Dated: 15/05/2019

João Pedro De Resende Paula (L.S.)  
João Pedro De Resende Paula