

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5545698

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
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CHRISTIAN DIBENEDETTO	03/18/2013
AMY JONES VATERLUS	03/18/2013
STEPHEN M. VINCENT	04/04/2013
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Property Type	Number
Application Number:	16163351
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SIGNATURE:	/Richard M. Bemben/
DATE SIGNED:	05/29/2019
Total Attachments: 6	
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ASSIGNMENT

WHEREAS, we, the undersigned inventors, have invented certain inventions and improvements disclosed in utility patent application entitled "**METHOD OF PROVIDING DIGITAL CONTENT FOR USERS OF PHYSICAL ITEMS**," which was filed with the U.S. Patent & Trademark Office on February 12, 2013 and assigned serial no. 13/765,678.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we the undersigned inventors hereby:

1) Agree to sell, assign, transfer, and convey, and hereby do sell, assign, transfer, and convey, to **adidas AG**, a corporation organized and existing under the laws of Germany, and having a principal place of business at Adi-Dassler-Strasse 1, Herzogenaurach 91074, Germany (hereinafter referred to as "ASSIGNEE"), the entire right, title, and interest in and to (a) any intellectual property (including without limitation any innovation, information, invention, discovery, product, process, work, or design) disclosed, embodied, affixed, shown, or claimed in the above-referenced patent application, implicitly or explicitly; (b) the above-referenced patent application, any application based in whole or in part upon the above-referenced patent application (including without limitation any continuation, continuation-in-part, reissue, reexamination, or non-U.S. patent application based in whole or in part on the above-referenced patent application); and (c) any Patent (including without limitation U.S. and non-U.S. patents, utility models, industrial designs, divisionals, reissues, and reexaminations) that is granted or issued upon, or that claims priority to, any and all

applications under (b) of this paragraph or that discloses or claims intellectual property under (a) of this paragraph, in whole or in part.

2) Authorize and request the Commissioner of Patents or any other agency, U.S. or non-U.S., to issue any and all Letters or other Patent(s), or other document(s), resulting from the patent application(s) or intellectual property under paragraph 1 (including without limitation any division(s), continuation(s) (in whole or in part), substitute(s), or reissue(s) thereof) to the ASSIGNEE.

3) Agree to execute all papers and documents, including, without limitation, applications, declarations, oaths, petitions, and other papers, and, entirely at the ASSIGNEE'S expense, perform any acts which are necessary in connection with the prosecution of patent applications or intellectual property under paragraph 1 and/or the enforcement of patents or other rights resulting from such applications or intellectual property.

4) Agree that the terms covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representative, and shall be binding upon the inventors, as well as the inventor's heirs, legal representatives, and assigns.

5) Warrant and represent that we have not entered, and will not enter into, any assignment, contract, or understanding that conflicts with this assignment.

Signed on the dates indicated beside our signatures:

1) Signature: 
Jon H. Werner

Date: 04/13/2013

Witness Signature _____

Witness Printed Name _____

Witness Home Address _____

Witness Signature _____

Witness Printed Name _____

Witness Home Address _____

2) Signature: 
Christian DiBenedetto

Date: 18 March 2013

Witness Signature _____

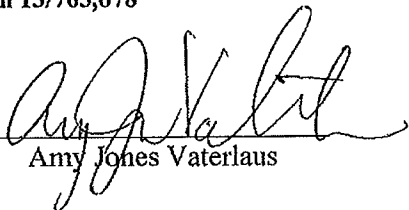
Witness Printed Name _____

Witness Home Address _____

Witness Signature _____

Witness Printed Name _____

Witness Home Address _____

3) Signature:  Date: 3.18.13
Amy Jones Vaterlaus

Witness Signature _____

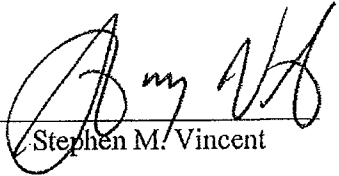
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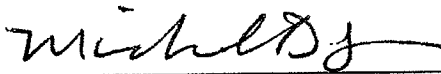
Witness Home Address _____

Witness Signature _____

Witness Printed Name _____

Witness Home Address _____

4) Signature:  Date: 4/4/13
Stephen M. Vincent

Witness Signature 
Witness Printed Name MICHELLE SASS
Witness Home Address 1705 NE ANSWORTH ST
PORTLAND, OR 97211

Witness Signature _____
Witness Printed Name _____
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