PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT5563564

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
RONNIE DEAN GAUNY	05/31/2019
ANDREW CHRISTOPHER CHUD	05/31/2019
SCOTT ANTHONY SIEGLER	05/31/2019

RECEIVING PARTY DATA

Name:	AMAZON TECHNOLOGIES, INC.
Street Address:	P.O. BOX 81226
City:	SEATTLE
State/Country:	WASHINGTON
Postal Code:	98108-1226

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	16429322

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	146401.090139
NAME OF SUBMITTER:	JOE GRDINOVAC
SIGNATURE:	/JOE GRDINOVAC/
DATE SIGNED:	06/10/2019

Total Attachments: 6
source=2019-06-03_P64482-US01_146401_090139_Assignmnet_as_filed#page1.tif
source=2019-06-03_P64482-US01_146401_090139_Assignmnet_as_filed#page2.tif
source=2019-06-03_P64482-US01_146401_090139_Assignmnet_as_filed#page3.tif
source=2019-06-03_P64482-US01_146401_090139_Assignmnet_as_filed#page4.tif

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. _____   Attorney Docket No. 146401.090139

Filing Date _____   Client Docket No. P64482-US01

PARTIES TO THE ASSIGNMENT

Assignor(s):

Ronnie Dean Gauny   **Scott Anthony Siegler**
410 Terry Avenue North   410 Terry Avenue North
Seattle, WA 98109-5210   Seattle, WA 98109-5210

Andrew Christopher Chud
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:
Amazon Technologies, Inc.
PO Box 81226
Seattle, WA 98108-1226

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

"OPTIMIZING PRIMARY CONTENT SELECTION FOR INSERTION OF SUPPLEMENTAL CONTENT BASED

ON PREDICTIVE ANALYTICS" (Invention) for which a non-provisional application for United States

Letters Patent (Application):

☐ was filed on _____ and accorded U.S. Application No. _____; or

☒ will be filed concurrently with the submission of this executed PATENT ASSIGNMENT

for recordation.

ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal representatives, of

Hogan Lovells US LLP, associated with Customer No. 131836, to insert in the header above and

here in parentheses (U.S. Patent Application No. _____, filed _____) this application's

U.S. application number and filing date, when known.

PATENT
REEL: 049419 FRAME: 0787

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. _____   Attorney Docket No. 146401.090139

Filing Date _____   Client Docket No. P64482-US01

Title of Invention: OPTIMIZING PRIMARY CONTENT SELECTION FOR INSERTION OF SUPPLEMENTAL CONTENT BASED ON PREDICTIVE ANALYTICS

Inventors: **Ronnie Dean Gauny, Andrew Christopher Chud, Scott Anthony Siegler**

WHEREAS, ASSIGNEE, a corporation of the State of Nevada, is desirous of acquiring the entire right, title and interest in and to the Invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said Invention and any improvements thereto, said Application and any and all letters patent which may be granted for said Invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all provisional, divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said Application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said Invention, Application and all letters patent on said Invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks, as well as all other applicable patent offices throughout the world, to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said Invention, for litigation regarding said letters patent, or for the purpose of protecting title to said Invention or letters patent therefor.

**PATENT
REEL: 049419 FRAME: 0788**

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. _____   Attorney Docket No. 146401.090139

Filing Date _____   Client Docket No. P64482-US01

Title of Invention: OPTIMIZING PRIMARY CONTENT SELECTION FOR INSERTION OF SUPPLEMENTAL CONTENT BASED ON PREDICTIVE ANALYTICS

Inventors: **Ronnie Dean Gauny**, **Andrew Christopher Chud**, **Scott Anthony Siegler**

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said Application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the Application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the Application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon ASSIGNOR's heirs, legal representatives, administrators, and assigns.

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. _____   Attorney Docket No. 146401.090139

Filing Date _____   Client Docket No. P64482-US01

Title of Invention: OPTIMIZING PRIMARY CONTENT SELECTION FOR INSERTION OF SUPPLEMENTAL CONTENT BASED ON PREDICTIVE ANALYTICS

Inventors: **Ronnie Dean Gauny, Andrew Christopher Chud, Scott Anthony Siegler**

DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

     ☒ the attached application; or

     ☐ United States Patent Application number _____ filed on _____; or

     ☐ PCT International Application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

DocuSigned by:

/Ronnie Dean Gauny/

D428A00A1029419...

Ronnie Dean Gauny

May 31, 2019

Date

**PATENT
REEL: 049419 FRAME: 0790**

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. _____   Attorney Docket No. 146401.090139

Filing Date _____   Client Docket No. P64482-U501

Title of Invention: OPTIMIZING PRIMARY CONTENT SELECTION FOR INSERTION OF SUPPLEMENTAL CONTENT BASED ON PREDICTIVE ANALYTICS

Inventors: **Ronnie Dean Gauny, Andrew Christopher Chud, Scott Anthony Siegler**

DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

    ☒ the attached application; or

    ☐ United States Patent Application number _____ filed on _____ ; or

    ☐ PCT International Application number _____ filed on _____ .

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

DocuSigned by:

/Andrew Christopher Chud/

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Andrew Christopher Chud

May 31, 2019

Date

**PATENT
REEL: 049419 FRAME: 0791**

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. _____   Attorney Docket No. 146401.090139

Filing Date _____   Client Docket No. P64482-US01

Title of Invention: OPTIMIZING PRIMARY CONTENT SELECTION FOR INSERTION OF SUPPLEMENTAL CONTENT BASED ON PREDICTIVE ANALYTICS

Inventors: **Ronnie Dean Gauny, Andrew Christopher Chud, Scott Anthony Siegler**

DECLARATION

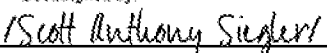As a below named inventor, I hereby declare that:

This declaration is directed to:

☒ the attached application; or

☐ United States Patent Application number _____ filed on _____; or

☐ PCT International Application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

DocuSigned by:

/Scott Anthony Siegler/

037F91B75A3B409...

Scott Anthony Siegler

May 31, 2019

Date