

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT5666841

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
NISHITH PARIKH	02/11/2010
NEELAKANTAN SUNDARESAN	02/16/2010
RECEIVING PARTY DATA	
Name:	EBAY INC.
Street Address:	2145 HAMILTON AVENUE
City:	SAN JOSE
State/Country:	CALIFORNIA
Postal Code:	95125
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16539797
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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ATTORNEY DOCKET NUMBER:	P2395.10255US04
NAME OF SUBMITTER:	RICHARD CECIL GILMORE
SIGNATURE:	/Richard Cecil Gilmore/
DATE SIGNED:	08/13/2019
Total Attachments: 3	
source=P2395-10255US04-P870US2-Assignment from Inventors to eBay_08-13-2019#page1.tif	
source=P2395-10255US04-P870US2-Assignment from Inventors to eBay_08-13-2019#page2.tif	
source=P2395-10255US04-P870US2-Assignment from Inventors to eBay_08-13-2019#page3.tif	

ASSIGNMENT

WHEREAS, We, Nishith Parikh, residing at 286 Ellmar Oaks Loop, San Jose, CA 95136, and Neelakantan Sundaresan, residing at 2720 Wasatch Drive, Mountain View, CA 94040, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent entitled RECOMMENDATIONS BASED ON BRANDING;

WHEREAS, We hereby authorize and request the attorneys, representing eBay Inc. on this application, at Schwegman, Lundberg & Woessner, P.A., located at 121 South Eighth Street, Suite 1600, Minneapolis, MN 55402, to insert here in parentheses (Ser. No. 12/707,618 ; Filing Date: Feb. 17, 2010) the filing date and application number of said application when known.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, ASSIGN AND TRANSFER to eBay Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at 2145 Hamilton Avenue, San Jose, CA 95125, the entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 49845 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

Additional Application Information

U.S. Provisional Application Serial No. 61/174,384, filed on April 30, 2009.

No International or foreign claim for priority is being made at this time.

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and/or property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such improvements in the Assignee, or for securing, maintaining and enforcing proper patent protection for such improvements;

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned, and is to extend to the benefit of the successors, assigns and nominees of the Assignee.

AGREED as of the date of my signature below:

Inventor: 1:

(Signature): N. Parikh
Name: Nishith Parikh

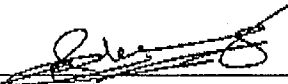
Date: 2/11/2010

Assignment
Client Ref. No. P870US1
Assignors: Nishith Parikh et al.
Title: RECOMMENDATIONS BASED ON BRANDING
Page 3 of 3

Docket No: 2043,694US1

Inventor: 2:

(Signature):



Name: Neelakantan Sundaresan

Date:

2/16/2010