

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT5693728

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BRANDON SHULTS	08/15/2019
GREGORY KATZ	08/15/2019
RECEIVING PARTY DATA	
Name:	BLUE NILE, INC.
Street Address:	411 1ST AVE. SOUTH
Internal Address:	SUITE 700
City:	SEATTLE
State/Country:	WASHINGTON
Postal Code:	98104
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	15870644
Application Number:	62559362
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NAME OF SUBMITTER:	JULIE WILLIE
SIGNATURE:	/JulieWillie/
DATE SIGNED:	08/29/2019
Total Attachments: 5	
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ASSIGNMENT BY INVENTOR

This Assignment is by the following individual (the "Assignor"):

- Brandon Shults having a mailing address of 13436 Occidental Ave. S., Burien, Washington 98168
- Gregory Katz, having a mailing address of 844 NE 88th St., Seattle, Washington 98115

The Assignor invented one or more certain inventions (the "Invention(s)") described in an application for Letters Patent of the United States (the "Application"):

- U.S. Provisional Application No. 62/559,362, titled SYSTEMS AND METHODS FOR PROGRESSIVELY DISPLAYING IMAGES IN A VIEWER TO CREATE A VIDEO-LIKE DISPLAY OF A ROTATING ITEM, and filed on September 15, 2017;
- U.S. Non-Provisional Application No. 15/870,644, titled SYSTEMS AND METHODS FOR PROGRESSIVELY DISPLAYING IMAGES IN A VIEWER TO CREATE A VIDEO-LIKE DISPLAY OF A ROTATING ITEM filed on January 12, 2018;

Blue Nile, Inc., a Corporation of Delaware having its principal place of business at 411 1st Ave. South, Ste. 700, Seattle, Washington 98104 (the "Assignee"), desires to acquire the entire right, title and interest in and to the Invention(s) and the Application, and in and to any patents (collectively, "Patents") that may be granted for the Invention(s) in the United States or in any foreign countries.

For valuable consideration, the receipt and sufficiency of which Assignor acknowledges, Assignor hereby sells, assigns, and transfers to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to: the Invention(s), the Application, and any Patents; any divisions, continuations, and continuations-in-part of the Application and any other application claiming priority rights from the Application; any reissues, reexaminations, or extensions of any and all

Patents; the right to file foreign applications directly in the name of Assignee; and the right to claim priority rights deriving from the Application (collectively, the "Rights"). Assignor warrants that Assignor owns the Rights, and that the Rights are unencumbered. Assignor also agrees to not sign any writing or do any act conflicting with this assignment, and, without further compensation, sign all documents and do such additional acts as Assignee deems necessary or desirable to: perfect Assignee's enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignor requests the Commissioner of Patents to issue any Patent of the United States that may be issued on the Invention(s) to Assignee. This assignment may be executed in counterparts.

For Blue Nile, Inc.:

Date: 8/19/19

Signature

Lauren Neiswender
Authorized Signer

Lauren Neiswender
Authorized Signer - Printed Name

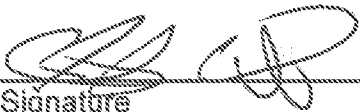
General Counsel
Authorized Signer - Title

Date: 8/15/19


Brandon Shults

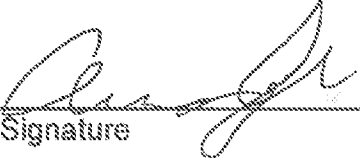
Witness:

Chris Dunlap
Printed Name


Signature

Witness:

Amanda Johns
Printed Name


Signature

Date: 8/15/19

Gregory Katz
Gregory Katz

Witness:

SHEFALI GARG
Printed Name

Shefali
Signature

Witness:

Chris Dunlap
Printed Name

CD
Signature