

<b>PATENT ASSIGNMENT COVER SHEET</b>
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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>
JEFF DITULLIO	05/01/2018
WESLEY REITZFELD	05/22/2019
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<b>City:</b>	SAN FRANCISCO
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<b>Postal Code:</b>	94107
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	62492417
<b>Application Number:</b>	15968020
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<b>ATTORNEY DOCKET NUMBER:</b>	772.0012
<b>NAME OF SUBMITTER:</b>	ERIC M. COLLINS
<b>SIGNATURE:</b>	/Eric M. Collins/
<b>DATE SIGNED:</b>	09/09/2019
<b>Total Attachments: 2</b>	
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source=Assignment#page2.tif	

## ASSIGNMENT

WHEREAS, the following parties:

<u>Name</u>	<u>Location</u>
Jeff DiTullio	Menlo Park, CA
Wesley Reitzfeld	Chattanooga, TN

hereinafter referred to as ASSIGNORS, have jointly invented certain new and useful improvements (“invention(s)”) as described and set forth in the below-identified patent applications (where applicable):

- Utility application for United States Letters Patent entitled “Segmented Customization,” filed with the U.S. Patent and Trademark Office (USPTO) on May 1, 2018, and assigned Application No. 15/968,020, and
- (WHERE APPLICABLE) U.S. Provisional application entitled “Segmented Customization,” filed with the USPTO on May 1, 2017, and assigned Application No. 62/492,417.

WHEREAS, Aptimize, Inc., 330 Townsend Street, Suite 234, San Francisco, CA 94107, hereinafter referred to as ASSIGNEE, is desirous of acquiring ASSIGNORS’ interest in and to said invention(s), and said utility application, said provisional application (where applicable), and any U.S. and foreign patents which are related to the same.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by ASSIGNORS, ASSIGNORS have sold, assigned and transferred and do hereby sell, assign and transfer unto ASSIGNEE, and ASSIGNEE’S successors and assigns, (a) the entire right, title and interest, for the United States of America, in and to said invention(s), said utility application, and said provisional application (where applicable) and all the rights and privileges in any application and under any and all patents that may be granted in the U.S. for said invention(s), including all corresponding provisional, continuation, continuation-in-part, divisional, reissue, and reexamination applications; and (b) the entire right, title and interest in and to said invention(s), said utility application, and said provisional application (where applicable) for all countries foreign to the U.S., including all rights of priority arising from them, and all the rights and privileges under any and all forms of protection, including patents, that may be granted in said countries foreign to the U.S. for them.

ASSIGNORS authorize ASSIGNEE to make application for such protection in its own name and maintain such protection in any and all countries foreign to the U.S., and to invoke and claim for any application for patent or other form of protection for said invention(s), without further authorization from ASSIGNORS, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

ASSIGNORS hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of ASSIGNEE to apply for patent or other form of protection for said invention(s), said utility application, or said provisional application (where applicable) and to claim the aforesaid benefit of the right of priority.

ASSIGNORS request that any and all patents for said invention(s) be issued to ASSIGNEE in the U.S. and to ASSIGNEE in all countries foreign to the U.S., or to such nominee as ASSIGNEE may designate.

This Assignment may be executed in counterparts.

Assignors:

*Jeffrey DiTullio*

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Jeff DiTullio

5/1/2018

Date: \_\_\_\_\_

*Wesley Reitzfeld*

\_\_\_\_\_  
Wesley Reitzfeld

5/22/2019

Date: \_\_\_\_\_