

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT5895684

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CHITTA RANJAN	11/24/2014
HUMA ZAIDI	11/24/2014
NEHA SINGH	11/25/2014
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:	16735004
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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Correspondent Name:	BRIAN LANCE JENSEN
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ATTORNEY DOCKET NUMBER:	P2395.10367US03
NAME OF SUBMITTER:	BRIAN LANCE JENSEN
SIGNATURE:	/Brian Lance Jensen/
DATE SIGNED:	01/06/2020
Total Attachments: 5	
source=P2395-10367US03-P2353US2-Assignment to eBay_01-06-2020#page1.tif	
source=P2395-10367US03-P2353US2-Assignment to eBay_01-06-2020#page2.tif	
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ASSIGNMENT

WHEREAS, Chitta Ranjan, Huma Zaidi and Neha Singh (hereinafter the "Undersigned") have made one or more inventions and other subject matter (hereinafter collectively referred to as the "Invention") which are described in a patent application filed on _____, which application was assigned US patent application serial number _____, and which is titled ADVERTISING CANNIBALIZATION MANAGEMENT; which are described in a patent application filed on December 6, 2013, which application was assigned US application serial number 61/913,157, and which is titled SYSTEM TO OPTIMIZE ADVERTISING FOR CANNIBALIZATION MANAGEMENT.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency, and adequacy of which are hereby acknowledged by the Undersigned, the Undersigned do hereby irrevocably and unconditionally:

CONVEY, 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 Undersigned's entire right, title, and interest for the United States and all foreign countries and jurisdictions in and to:

the Invention which is disclosed in the above-identified application or applications;

such application or applications, and all divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other applications for a patent or patents which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries and jurisdictions based in whole or in part on any of such Invention (including any application for a utility model or an innovation patent application);

all original and reissued patents which have been or shall be issued in the United States and all foreign countries and jurisdictions based in whole or in part on any of such Invention;

including the right to claim priority to the above-identified patent application or applications in relation to subject matter based in whole or in part on the above-identified patent application or applications and any of the foregoing including the right to file foreign applications under the provisions of any convention or treaty;

and including the right to all causes of action, remedies, and other enforcement rights related to the above-identified application or applications, including without limitation the right to sue for past, present, or future infringement, misappropriation, or violation of any and all rights related to the above-identified patent application or applications and any of the foregoing, including the right to obtain and collect damages for past, present, or future infringement;

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

AUTHORIZE AND REQUEST that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 49845 may (directly or through his/her designee) delete, insert, or alter any

information related to the above-identified patent application or applications or any of the foregoing, after execution of this Assignment;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or shall 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 shall (1) execute all provisional, non-provisional, divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other patent applications for the Invention; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers for the Invention; (3) communicate to the Assignee all facts known to the Undersigned relating to the Invention 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 the Invention; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such Invention in the Assignee, or for securing, maintaining and enforcing proper patent protection for the Invention;

COVENANT, that should any provision of this agreement be held unenforceable by an authority of competent jurisdiction, such a ruling shall not affect the validity and enforceability of the remaining provisions. To the extent that any such provision is found to be unenforceable, the Undersigned, when requested and without compensation shall act in good faith to substitute for such provision a new provision with content and purpose as close as possible to the provision deemed unenforceable.

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:

Assignment

Assignors: Chitta Ranjan et al.

Title: ADVERTISING CANNIBALIZATION MANAGEMENT

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Docket No: 2043.F54US1

Client Ref. No. P2353US1

Assignor:

(Signature): / *Chitta Ranjan* /

Name: Chitta Ranjan

City/State: Atlanta, GA

Date: Nov 24, 2014

Assignment

Assignors: Chitta Ranjan et al.

Title: ADVERTISING CANNIBALIZATION MANAGEMENT

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Docket No: 2043.F54US1

Client Ref. No. P2353US1

Assignor:

(Signature): /  /

Name: Huma Zaidi

City/State: So San Francisco, CA

Date: Nov 24, 2014

Assignment

Assignors: Chitta Ranjan et al.

Title: ADVERTISING CANNIBALIZATION MANAGEMENT

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Docket No: 2043.F54US1

Client Ref. No. P2353US1

Assignor:

(Signature): / *Neha Singh* /

Name: Neha Singh

City/State: Foster City, CA

Date: Nov 25, 2014