

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5925057

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AMOGH MAHAPATRA	12/11/2019
ANIL A. SEWANI	12/17/2019
CHI WAI LAU	12/11/2019
DOMINIC J. HUGHES	01/17/2020
GURUMURTHY D. RAMKUMAR	12/12/2019
RECEIVING PARTY DATA	
Name:	APPLE INC.
Street Address:	ONE APPLE PARK WAY
City:	CUPERTINO
State/Country:	CALIFORNIA
Postal Code:	95014
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16708886
CORRESPONDENCE DATA	
Fax Number:	
<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>	
Phone:	408-664-6475
Email:	Tamara@InvokelP.com
Correspondent Name:	TAMARA RUEDA
Address Line 1:	84 W. SANTA CLARA STREET, SUITE 500
Address Line 4:	SAN JOSE, CALIFORNIA 95113
ATTORNEY DOCKET NUMBER:	A00486NP2
NAME OF SUBMITTER:	TAMARA RUEDA
SIGNATURE:	/Tamara Rueda/
DATE SIGNED:	01/23/2020
Total Attachments: 5	
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source=P40127US2_Assignments_A00486NP2#page5.tif

Apple Docket No. P40127US2

Invoice Docket No. A00486NP2

ASSIGNMENT - WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned individual (referred to herein as the "INVENTOR") hereby assigns, transfers, and sets over to:

Apple Inc.

having the following address:

One Apple Park Way, Cupertino, CA 95014

(referred to herein as "COMPANY"), its successors, and assigns, the entire right, title, and interest, worldwide, in and to the invention known by the following title:

Determining Importance of Investment Identifier to Content of Content Item

for which the undersigned has/have executed an application for patent in the United States of America on or about this same day, together with said patent application, all corresponding provisionals, all divisionals, continuations, continuations-in-part, reissues, and extensions thereof, and all Letters Patent (domestic and foreign) which may be granted therefor. Such interest represents the entire ownership of said applications and Letters Patent when granted and is to be owned by COMPANY, its successors, and assigns, or their legal representatives, for the full and entire term for which such Letters Patent may be granted or extended, as fully and entirely as the same would have been enjoyed by the INVENTOR if this assignment had not been made. In addition, the undersigned INVENTOR hereby agrees:

1. To sign and execute any further documents which may be necessary or desirable, lawful, and proper in connection with the prosecution of all applications for patent(s) on the INVENTION in the United States, including without limitation said application and all divisions, continuations, continuations-in-part, amendments thereof, and all interference proceedings associated therewith, or otherwise necessary or desirable to secure the title thereto to COMPANY;
2. To execute all papers and documents and to perform all lawful acts which may be necessary in connection with claims to priority or otherwise under the International Convention for the Protection of Industrial Property or similar treaties or agreements;
3. To perform all lawful affirmative acts which may be necessary to obtain the grant of a valid and enforceable patent to COMPANY.

The undersigned INVENTOR each hereby authorizes and requests the Commissioner of Patents and Trademarks in the United States to issue any and all Letters Patent resulting from said application, including without limitation any division, continuation, continuation-in-part, or reissue thereof to COMPANY.

The undersigned INVENTOR each hereby grant to the COMPANY the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for the recordation of this document.

In witness whereof, this Assignment has been executed by the undersigned individual on the date appearing by such individual's signature:

Amogh Mahapatra
Inventor Name: Amogh Mahapatra

12/11/2019
Date

When this Assignment is not filed concurrently with the patent application, the following identifying information may be added after execution:

U.S. Patent Application Serial No.: 16/708,888

Filing Date: 12/10/2019

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IN WITNESS WHEREOF, this Assignment has been executed by the undersigned individual on the date appearing by such individual's signature:

/s/  12/17/2019
Inventor Name: Anil A. Sewani Date

When this Assignment is not filed concurrently with the patent application, the following identifying information may be added after execution:

U.S. Patent Application Serial No.: 16/708,886

Filing Date: 12/10/2019

ASSIGNMENT--WORLDWIDE

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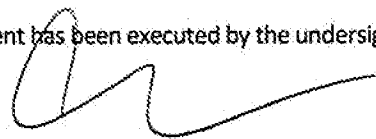
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IN WITNESS WHEREOF, this Assignment has been executed by the undersigned individual on the date appearing by such individual's signature:


_____, 12/11/2019
Inventor Name: Chi Wai Lau Date

When this Assignment is not filed concurrently with the patent application, the following identifying information may be added after execution:

U.S. Patent Application Serial No.: 16/708,886

Filing Date: 12/10/2019

Apple Docket No. P40127US2

Invoke Docket No. A00486NP2

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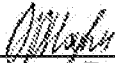
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IN WITNESS WHEREOF, this Assignment has been executed by the undersigned individual on the date appearing by such individual's signature:

 1/17/2020
Inventor Name: **Dominic J. Hughes** Date

When this Assignment is not filed concurrently with the patent application, the following identifying information may be added after execution:

U.S. Patent Application Serial No.: 16/708,886

Filing Date: 12/10/2019

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/s/  12/12/2019
Inventor Name: Gurumurthy D. Ramkumar Date

When this Assignment is not filed concurrently with the patent application, the following identifying information may be added after execution:

U.S. Patent Application Serial No.: 16/708,886

Filing Date: 12/10/2019