

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT5961612

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CAITLIN HALL	01/10/2017
PRIYA RAJENDRAN	01/10/2017
WESTLEY M. STRINGFELLOW	01/01/2017
RECEIVING PARTY DATA	
Name:	TARGET BRANDS, INC.
Street Address:	1000 NICOLLET MALL
City:	MINNEAPOLIS
State/Country:	MINNESOTA
Postal Code:	55403
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15799599
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<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:	612-335-5070
Email:	apsi@fr.com
Correspondent Name:	FISH & RICHARDSON PC
Address Line 1:	60 SOUTH SIXTH STREET
Address Line 2:	3200 RBC PLAZA
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402
ATTORNEY DOCKET NUMBER:	24230-0217001/201708219
NAME OF SUBMITTER:	CHRISTOPHER C. HOFF, REG. NO. 67738
SIGNATURE:	/Christopher C. Hoff, Reg. No. 67,738/
DATE SIGNED:	02/13/2020
Total Attachments: 16	
source=CombinedAssignment#page1.tif	
source=CombinedAssignment#page2.tif	
source=CombinedAssignment#page3.tif	

source=CombinedAssignment#page4.tif
source=CombinedAssignment#page5.tif
source=CombinedAssignment#page6.tif
source=CombinedAssignment#page7.tif
source=CombinedAssignment#page8.tif
source=CombinedAssignment#page9.tif
source=CombinedAssignment#page10.tif
source=CombinedAssignment#page11.tif
source=CombinedAssignment#page12.tif
source=CombinedAssignment#page13.tif
source=CombinedAssignment#page14.tif
source=CombinedAssignment#page15.tif
source=CombinedAssignment#page16.tif

ASSIGNMENT

For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CAITLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of patent applications that name us as inventors, are both titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR TRACKING CONTENT ENGAGEMENT," and were filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,091 and on January 12, 2017 as application 62/445,538 (the "Applications"). We authorized the insertion of the filing date and application number for the second application.

This Assignment assigns (a) the Applications and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

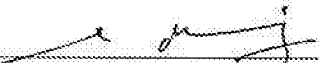
We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.

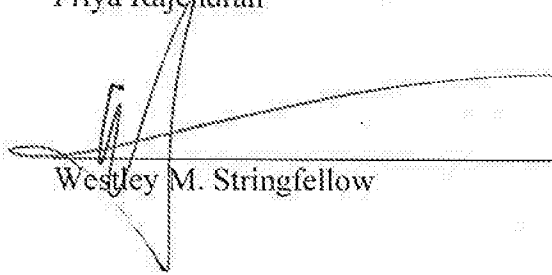
We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.


Caitlin Hall

DATE: 1/10/17


Priya Rajendran

DATE: 01/10/17


Wesley M. Stringfellow

DATE: 01/11/17

61395386.doc

ASSIGNMENT

For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CAITLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of patent applications that name us as inventors, are both titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR MONITORING AND MANAGING ACTIVITY," and were filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,070 and on January 12, 2017 as application 62/445,531 (the "Applications"). We authorized the insertion of the filing date and application number for the second application.

This Assignment assigns (a) the Applications and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

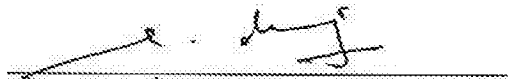
We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.

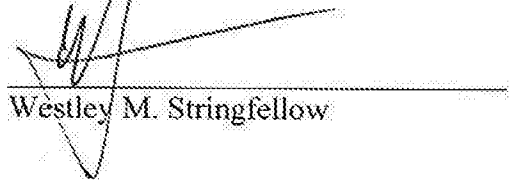
We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.


Caitlin Hall

DATE: 1/10/17


Priya Rajendran

DATE: 01/10/17


Westley M. Stringfellow

DATE: 01/10/17

61395384.doc

ASSIGNMENT

For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CAITLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of a patent application that names us as inventors, is titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR EXPLORING CONTENT," and was filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,073 (the "Application"). We authorize the insertion of the filing date and application number above.

This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

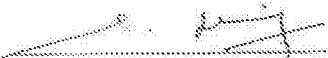
We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.


We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.


Caitlin Hall

DATE: 10/21/16


Priya Rajendran

DATE: 10/21/16


Westley M. Stringfellow

DATE: 10/13/16

61379877.doc

ASSIGNMENT

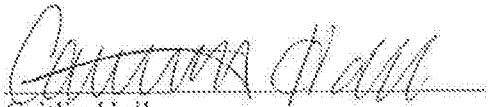
For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CAITLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of a patent application that names us as inventors, is titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR INTERACTING WITH GRAPHICAL ELEMENTS," and was filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,061 (the "Application"). We authorize the insertion of the filing date and application number above.

This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

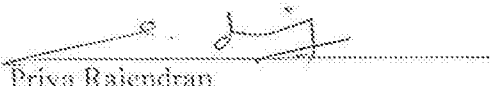
We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.


We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.


Caitlin Hall

DATE: 10/21/16


Priya Rajendran

DATE: 10/21/16


Westley M. Stringfellow

DATE: 10/13/16

61374860.doc

ASSIGNMENT

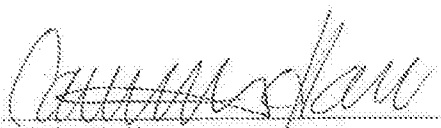
For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CATLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of a patent application that names us as inventors, is titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR ASSOCIATING CONTENT TYPES," and was filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,065 (the "Application"). We authorize the insertion of the filing date and application number above.

This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.


We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.

We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.


Caitlin Hall

DATE: 10/21/16


Priya Rajendran

DATE: 10/21/16


Wesley M. Stringfellow

DATE: 10/13/16

61374851.doc

ASSIGNMENT

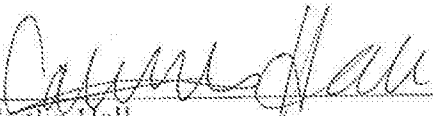
For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CAITLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of a patent application that names us as inventors, is titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR PRESENTING CONTENT SUMMARIES," and was filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,046 (the "Application"). We authorize the insertion of the filing date and application number above.

This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

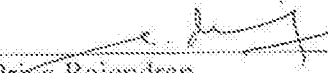
We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.

We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.


Castlin Hall

DATE: 10/21/16


Praya Rajendran

DATE: 10/21/16


Wesley M. Stringfellow

DATE: 10/13/16

01274835.doc

ASSIGNMENT


For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CAITLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of a patent application that names us as inventors, is titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR PRESENTING CONTENT," and was filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,052 (the "Application"). We authorize the insertion of the filing date and application number above.

This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

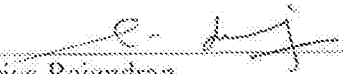
We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.

We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.


Caitlin Hall

DATE: 10/21/16


Priya Rajendran

DATE: 10/21/16


Wesley M. Stringfellow

DATE: 10/13/16

61374825.doc

ASSIGNMENT

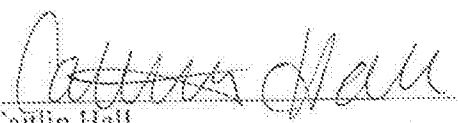
For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CAITLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of a patent application that names us as inventors, is titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR PRESENTING MULTIPLE CONTENT TYPES," and was filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,034 (the "Application"). We authorize the insertion of the filing date and application number above.

This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

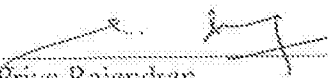
We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.

We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.


Caitlin Hall

DATE: 10/21/16


Priya Rajendran

DATE: 10/21/16


Wesley M. Stringfellow

DATE: 10/13/16

61774810.doc