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| <b>PATENT ASSIGNMENT COVER SHEET</b> |
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5908092

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| <b>SUBMISSION TYPE:</b>   | CORRECTIVE ASSIGNMENT  |
| <b>NATURE OF CONVEYANCE:</b>  | Corrective Assignment to correct the CORRECTING ASSIGNMENT DOCUMENT previously recorded on Reel 027653 Frame 0037. Assignor(s) hereby confirms the ENTIRE RIGHT, TITLE AND INTEREST. |
| <b>CONVEYING PARTY DATA</b>   |  |
| <b>Name</b>   | <b>Execution Date</b>  |
| ARIK KELLER   | 01/07/2012   |
| DANE HOWARD   | 01/23/2012   |
| MICHAEL LENAHAN   | 01/23/2012   |
| BEN MITCHELL  | 01/23/2012   |
| <b>RECEIVING PARTY DATA</b>   |  |
| <b>Name:</b>  | EBAY INC.  |
| <b>Street Address:</b>  | 2025 HAMILTON AVENUE   |
| <b>City:</b>  | SAN JOSE   |
| <b>State/Country:</b>   | CALIFORNIA   |
| <b>Postal Code:</b>   | 95125  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |
| <b>Property Type</b>  | <b>Number</b>  |
| <b>Application Number:</b>  | 13340970   |
| <b>CORRESPONDENCE DATA</b>  |  |
| <b>Fax Number:</b>  | (816)421-5547  |
| <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> |  |
| <b>Phone:</b>   | 816-474-6550   |
| <b>Email:</b>   | rbroz@shb.com  |
| <b>Correspondent Name:</b>  | SHOOK, HARDY & BACON LLP   |
| <b>Address Line 1:</b>  | 2555 GRAND BLVD.   |
| <b>Address Line 4:</b>  | KANSAS CITY, MISSOURI 64108  |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 41038.281220   |
| <b>NAME OF SUBMITTER:</b>   | JOSEPH W. CRUZ   |
| <b>SIGNATURE:</b>   | /Joseph W. Cruz/   |
| <b>DATE SIGNED:</b>   | 01/13/2020   |
| <b>Total Attachments: 7</b>   |  |
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RECORDATION FORM COVER SHEET  
PATENTS ONLY

Patent and Trademark Office

Atty Ref/Docket No.: 2043.973US1

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Arik Keller, Dane Howard, Michael Lenahan, Ben Mitchell

Additional name(s) of conveying party(ies) attached?

[ ] Yes [X] No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

2. Name and address of receiving party(ies):

Name: eBay Inc.

Street Address: 2145 Hamilton Avenue

City: San Jose State: CA Zip: 95125

Country: United States of America

Additional name(s) & address(es) attached? [ ] Yes [X] No

Execution Date: January 7, 2012, January 23, 2012, January 23, 2012, January 23, 2012

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 13/340,970, filed December 30, 2011

Additional numbers attached? [ ] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Gregory M. Stark

Address:

Schwegman, Lundberg & Woessner, P.A.  
P.O. Box 2938  
Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

Enclosed

Authorized to be charged to deposit account  
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Gregory M. Stark/Reg. No. 62,731

Name of Person Signing



Signature

2/2/2012

Date

Total number of pages including cover sheet: 7

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Mail Stop Assignment Recordation Services  
P.O. Box 1450  
Alexandria, VA 22313-1450

CH \$40.00 190743 13340970

Attorney Docket No. 2043.973US1  
Client Ref. No. P1328US1

### ASSIGNMENT

WHEREAS, We, Arik Keller, residing at 216 Northern Blvd., Newburyport, MA 01950, and Dane Howard, residing at 307 W. Main Street, Los Gatos, CA 95030, and Michael Lenahan, residing at 64 San Pablo Ct, Moraga, CA 94556, and Ben Mitchell, residing at 484 Florence Ave, Oakland, CA 94618, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent on December 30, 2011, which application was assigned U.S. patent application serial number 13/340,970, and is entitled SYSTEMS AND METHODS FOR DELIVERING DYNAMIC OFFERS TO INCENT USER BEHAVIOR;

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, 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 entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 49845 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

**Additional Application Information**

*No Provisional claim for priority is being made at this time.*

*No U.S. Non-Provisional claim for priority is being made at this time.*

*No International or foreign claim for priority is being made at this time.*

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

**Assignment**

Client Ref. No. P1328US1

Assignors: Arik Keller et al.

Title: SYSTEMS AND METHODS FOR DELIVERING DYNAMIC OFFERS TO INCENT USER BEHAVIOR

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Docket No: 2043.973US1

Serial Number: 13/340,970

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

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:

TO #:

STATION: 6174124231

TO: 16123393061

2011/01/09 16:50 PAGE: 3

Docket No: 2043.973US1

**Assignment**

Client Ref. No. P1328US1

Assignors: Arik Keller et al.

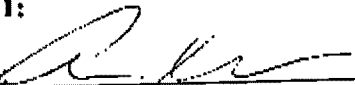
Serial Number: 13/340,970

Title: SYSTEMS AND METHODS FOR DELIVERING DYNAMIC OFFERS TO INCENT USER BEHAVIOR

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**Inventor: 1:**

(Signature) 

Name: **Arik Keller**

Date: 1/9/11

**Assignment**

Client Ref. No. P1328US1

Assignors: Arik Keller et al.

Title: SYSTEMS AND METHODS FOR DELIVERING DYNAMIC OFFERS TO INCENT USER BEHAVIOR

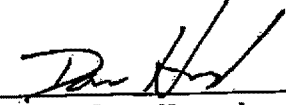
Page 4 of 6

Docket No: 2043.973US1

Serial Number: 13/340,970

**Inventor: 2:**

(Signature):



Name: Dane Howard

Date:

JAN 23, 2012

**Assignment**

Client Ref. No. P1328US1

Assignors: Arik Keller et al.

Title: SYSTEMS AND METHODS FOR DELIVERING DYNAMIC OFFERS TO INCENT USER BEHAVIOR

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Docket No: 2043.973US1

Serial Number: 13/340,970

Inventor: 3:

(Signature):



Name: Michael Lenahan

Date:

1/23/12



Assignment  
Client Ref. No. P1328US1  
Assignors: Arik Keller et al.  
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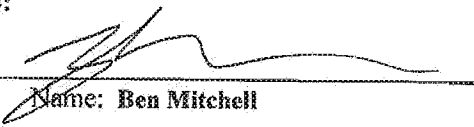
Serial Number: 13/340,970

Title: SYSTEMS AND METHODS FOR DELIVERING DYNAMIC OFFERS TO INCENT USER BEHAVIOR

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Inventor: 4:

(Signature):

  
Name: Ben Mitchell

Date:

1/23/2012