

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6265217

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DAVID SELINGER	08/04/2008
TYLER KOHN	08/04/2008
MICHAEL DECOURCEY	08/04/2008
SUNDEEP AHUJA	08/04/2008
JAMES OSIAL	08/04/2008
ALBERT SUNWOO	08/04/2008
RECEIVING PARTY DATA	
Name:	RICHRELEVANCE, INC.
Street Address:	275 BATTERY STREET, SUITE 1150
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94111
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	8924265
CORRESPONDENCE DATA	
Fax Number:	(206)800-3299
<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:	2066044452
Email:	jwhite@vlplawgroup.com
Correspondent Name:	JAMES A. D. WHITE
Address Line 1:	7683 SE 27TH STREET #145
Address Line 2:	VLP LAW GROUP LLP
Address Line 4:	MERCER ISLAND, WASHINGTON 98040
ATTORNEY DOCKET NUMBER:	800054.416C1
NAME OF SUBMITTER:	JAMES A. D. WHITE
SIGNATURE:	/James A. D. White/
DATE SIGNED:	08/24/2020

Total Attachments: 4

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ASSIGNMENT OF INVENTION

Appln No. 12/151,376

Filed: May 6, 2008

In consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned have assigned and hereby assign to RichRelevance, Inc., a Delaware corporation, at 275 Battery Street, Suite 1150, San Francisco, CA 94111 US, its successors, assigns and legal representatives (hereinafter called "said assignee") the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for United States Patent, titled, SYSTEM AND PROCESS FOR IMPROVING PRODUCT RECOMMENDATIONS FOR USE IN PROVIDING PERSONALIZED ADVERTISEMENTS TO RETAIL CUSTOMERS and in said application and any and all other applications for United States Patent, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all United States Patents, which may be obtained on any of said applications, and in any reissue, reexamination or extension thereof.

The undersigned hereby authorize(s) and request(s) the attorney(s) of record in said application to insert in this assignment the date and serial number of said application.

For said consideration, the undersigned hereby agree(s) upon the request and at the expense of said assignee or its assignees, to execute any utility, divisional, continuation or substitute application for said invention or improvements, and any oath or affidavit relating thereto, and any application for the reissue, reexamination or extension of any Patent that may be granted upon said application, and, in the event of any application or Patent assigned herein becoming involved in Interference, to co-operate to the best of the ability of the undersigned in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof. The undersigned agree(s) to perform, upon request, any affirmative acts to obtain said United States Patent and vest in said assignee and its assignees all rights therein, whereby said Patent will be held and enjoyed by said assignee and its assignees, to the full end of the term for which said Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made.

And for said consideration, the undersigned hereby assign(s) to said assignee the entire right, title and interest in said invention or improvements for all foreign countries, including all priority rights under the International Convention, and agree(s) to execute, at the request of said assignee or its assignees, all documents in connection with any application for foreign letters patent therefor.

Date

8-4-2008

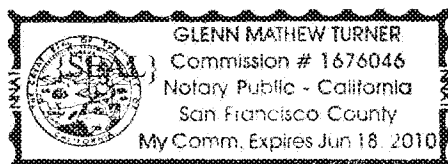
David Selinger

STATE OF California)

) SS:

COUNTY OF San Francisco)

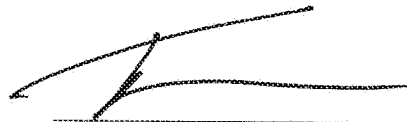
On this 4 day of AUGUST, 2008, before me, a Notary Public in and for said county, appeared David Selinger, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



Notary Public

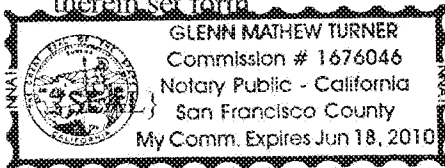
My Commission Expires: 6/18/2010

Date 8/4/08


Tyler Kohn

STATE OF California)
COUNTY OF San Francisco) SS:

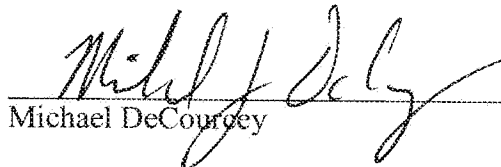
On this 4 day of August, 2008, before me, a Notary Public in and for said county, appeared Tyler Kohn, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



Notary Public

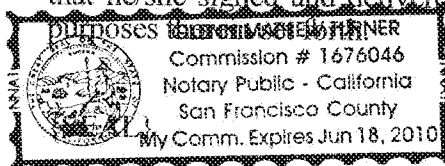
My Commission Expires: 6/18/2010

Date 8/4/08


Michael DeCoursey

STATE OF California)
COUNTY OF San Francisco) SS:

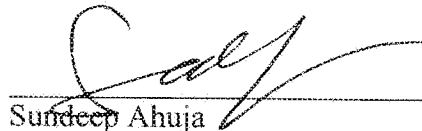
On this 4 day of August, 2008, before me, a Notary Public in and for said county, appeared Michael DeCoursey, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and



Notary Public

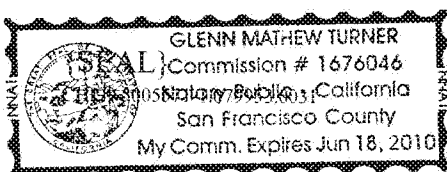
My Commission Expires: 6/18/2010

Date 8/4/08


Sundeep Ahuja

STATE OF California)
COUNTY OF San Francisco) SS:

On this 4 day of August, 2008, before me, a Notary Public in and for said county, appeared Sundeep Ahuja, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



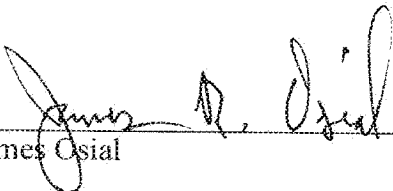
Notary Public

My Commission Expires: 6/18/2010

PATENT

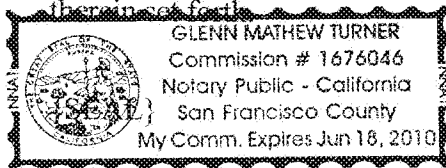
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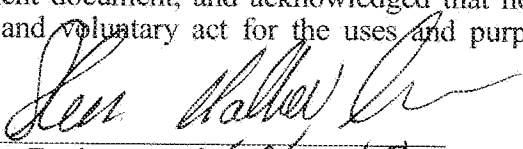
Date 08/04/08


James Osial

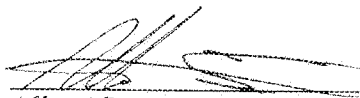
STATE OF CALIFORNIA)
COUNTY OF SAN FRANCISCO) SS:

On this 4 day of AUGUST, 2008, before me, a Notary Public in and for said county, appeared James Osial, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



Notary Public 
My Commission Expires: 6/18/2010

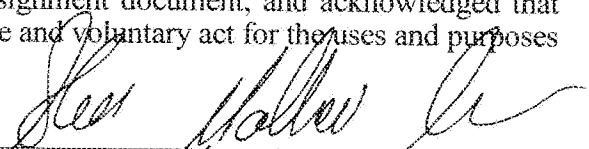
Date 8/4/2008

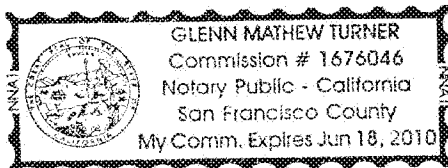

Albert Sunwoo

STATE OF CALIFORNIA)
COUNTY OF SAN FRANCISCO) SS:

On this 4 day of AUGUST, 2008, before me, a Notary Public in and for said county, appeared Albert Sunwoo, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.

{SEAL}

Notary Public 
My Commission Expires: 6/18/2010



State of California)
County of San Francisco)

CALIFORNIA ALL-PURPOSE CERTIFICATE OF ACKNOWLEDGMENT

On 8/4/2008 before me, Glenn Mathew Turner, Notary Public,
(here insert name and title of the officer)

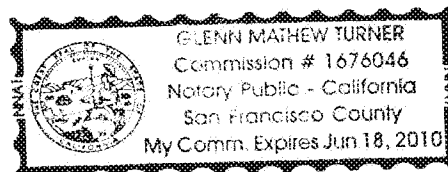
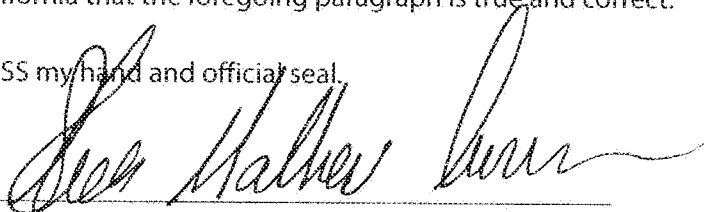
personally appeared David Selinger, Thien Kroll, Michael De Courcy,
Sundeeep Ahuja, James O'Siel, Albert Sunwoo,

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the
State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature



(Seal)

OPTIONAL INFORMATION

Although the information in this section is not required by law, it could prevent fraudulent removal and reattachment of this acknowledgment to an unauthorized document and may prove useful to persons relying on the attached document.

Description of Attached Document

The preceding Certificate of Acknowledgment is attached to a document
titled/for the purpose of _____

containing _____ pages, and dated _____

The signer(s) capacity or authority is/are as:

- ☐ Individual(s)
☐ Attorney-in-Fact
☐ Corporate Officer(s) _____
Title(s)

- ☐ Guardian/Conservator
☐ Partner - Limited/General
☐ Trustee(s)
☐ Other: _____

representing: _____
Name(s) of Person(s) or Entity(ies) Signer is Representing

Method of Signer Identification

Proved to me on the basis of satisfactory evidence:
☒ form(s) of identification ☐ credible witness(es)

Notarial event is detailed in notary journal on:
Page # _____ Entry # _____

Notary contact: _____

Other

- ☐ Additional Signer(s) ☐ Signer(s) Thumbprint(s)
☐ _____

PATENT

RECORDED: 08/24/2020

REEL: 053580 FRAME: 0238