

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6410973

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
HEIDI WISSMILLER	10/10/2019
JULIE VLAHOS	10/11/2019
JAHAN SHAFIZADEH	11/19/2020
ERIN OLES	11/19/2020
RECEIVING PARTY DATA	
Name:	RODAN & FIELDS, LLC
Street Address:	60 SPEAR STREET, SUITE 600
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94105
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16568171
CORRESPONDENCE DATA	
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Email:	ljeanetta@kilpatricktownsend.com
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ATTORNEY DOCKET NUMBER:	099067-1125451-000310US
NAME OF SUBMITTER:	LISA JEANETTA
SIGNATURE:	/Lisa Jeanetta/
DATE SIGNED:	11/19/2020
Total Attachments: 6	
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ASSIGNMENT
(Patent Application)

We [I], the undersigned, have invented certain inventions and improvements disclosed in a utility (provisional or non-provisional) or design patent application entitled:

“SYSTEM AND METHOD FOR MONITORING AND UPDATING CONTENT FOR AN E-COMMERCE PLATFORM,”

filed with the U.S. Patent & Trademark Office on September 11, 2019

and assigned Application No. 16/568,171, which claims the benefit of US Provisional Application No. 62/729,927, filed September 11, 2018.

For one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which we [I] acknowledge, we [I]:

1. Agree to assign, transfer, convey, and sell, hereby assign, transfer, convey, and sell and have assigned, transferred, conveyed, and sold to Rodan & Fields, LLC, a limited liability company having a principal place of business at 60 Spear Street, Suite 600, San Francisco, CA 94105 (“Assignee”), the entire right, title, and interest in and to:
 - (a) all intellectual property (including, without limitation, any innovation, information, invention, discovery, product, process, work or design) disclosed, embodied, shown, or claimed in the above-referenced patent application, implicitly or explicitly;
 - (b) the above-referenced patent application, and all applications based in whole or in part upon the above-referenced patent application, including, without limitation, all applications that are a provisional, non-provisional, design, divisional, continuation, continuation-in-part, registration, utility model, industrial design, reissue, renewal, substitute, extension, reexamination, post-grant review, inter partes review, supplemental examination or non-U.S. patent application or application for other rights based in whole or in part on the above-referenced patent application;
 - (c) the right to claim priority to the above-referenced patent application, and any and all applications referenced in subsection (b); and
 - (d) all patents (including, without limitation, all U.S. and non-U.S. patents, registrations, utility models, industrial designs, design patents, counterparts, continuations, continuations-in-part, divisionals, reissues, renewals, substitutes, extensions, reexaminations, post-grant reviews, inter partes reviews and supplemental examinations) that are granted or issued upon, or that claim priority to, any and all applications described in (b) of this paragraph or that disclose or claim intellectual property described in (a) of this paragraph, in whole or in part; and
 - (e) all claims for damages by reason of past infringement of any rights under the applications or patents described in (a), (b) or (c) of this paragraph (including provisional rights to reasonable royalties pursuant to 35 U.S.C. §154(d)) and the right to sue for and collect such damages and royalties for Assignee’s own use.

ASSIGNMENT

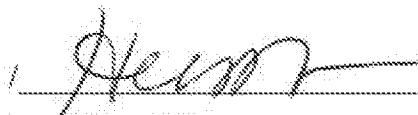
"SYSTEM AND METHOD FOR MONITORING AND UPDATING CONTENT FOR AN E-COMMERCE PLATFORM"

Application No. 16/368,171

Page 2 of 2

2. Authorize and request the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue to the Assignee any and all patent(s), or other rights or documents, resulting from the intellectual property, patent application(s) and patents described in paragraph 1 of this Assignment.
3. Agree to sign all papers and documents, including without limitation, applications, declarations, oaths and petitions, and, at the Assignee's expense, perform any other acts that are necessary in connection with prosecution of patent application(s) or intellectual property described in paragraph 1 of this Assignment and the enforcement of patent(s) or other rights resulting from such patent application(s) or intellectual property.
4. Agree that the terms, covenants, and conditions of this Assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon us [me], as well as our [my] heirs, legal representatives, and assigns.
5. Promise and affirm that we [I] have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.

Signed on the dates indicated beside our [my] signatures [signature].

Signature: 
Heidi Wissmiller

Date: 10/10/2019

Signature: / _____ /
Julie Vlahos

Date: _____

Signature: / _____ /
Jahan Shafizadeh

Date: _____

Signature: / _____ /
Erin Oles

Date: _____

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Signature: / _____ / Date: _____
Heidi Wissmiller

Signature: Julie Vlahos / Date: 10/11/19
Julie Vlahos

Signature: / _____ / Date: _____
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Signature: / _____ / Date: November 19, 2020
Jahan Shafizadeh

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