

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT6560066

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JEREMY VOSS	01/13/2020
CHRISTIE MARIE HEIKKINEN	01/13/2020
DANIEL RAKHAMIMOV	01/13/2020
LAURENT DESSERREY	01/13/2020
SUSAN MARIE TERRITO	01/13/2020
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SNAP INC.
<b>Street Address:</b>	2772 DONALD DOUGLAS LOOP NORTH
<b>City:</b>	SANTA MONICA
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90405
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	16730294
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	612-373-6900
<b>Email:</b>	uspto@slwip.com
<b>Correspondent Name:</b>	SCHWEGMAN LUNDBERG & WOESSNER
<b>Address Line 1:</b>	P.O. BOX 2938
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55402
<b>ATTORNEY DOCKET NUMBER:</b>	4218.904US1
<b>NAME OF SUBMITTER:</b>	MICHELLE RED BEAR
<b>SIGNATURE:</b>	/Michelle Red Bear/
<b>DATE SIGNED:</b>	02/19/2021
<b>Total Attachments: 8</b>	
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RECORDATION FORM COVER SHEET  
PATENTS ONLY

Atty Ref/Docket No.: 4218.904US1

Patent and Trademark Office

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):

Jeremy Voss, Christie Marie Heikkinen, Daniel  
Rakhamimov, Laurent Desserrey, Susan Marie Territo

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

Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other

Execution Date: January 13, 2020, January 13, 2020,  
January 13, 2020, January 13, 2020, January 13, 2020

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

Name: Snap Inc.

Street Address: 2772 Donald Douglas Loop North

City: Santa Monica State: CA Zip: 90405  
Country: United States of America

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

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)

Serial No. 16/730,294

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: John D. Magluyan

Address:

Schwegman Lundberg & Woessner, P.A.  
P.O. Box 2938  
Minneapolis, Minnesota 55402

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 0.00

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

**DO NOT USE THIS SPACE**

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.

John D. Magluyan/Reg. No. 56,867

Name of Person Signing

/John D. Magluyan/

Signature

February 19, 2021

Date

Total number of pages including cover sheet: 8

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**

**PATENT**  
**REEL: 055330 FRAME: 0730**

### ASSIGNMENT

WHEREAS, Jeremy Voss, Christie Marie Heikkinen, Daniel Rakhimov, Laurent Desserrey and Susan Marie Territo (hereinafter the "Undersigned") have made one or more inventions and other subject matter (hereinafter collectively referred to as the "Invention"); as described in the patent application filed on December 30, 2019, assigned US application serial number 16/730,294, and titled PRIORITIZING DISPLAY OF USER ICONS ASSOCIATED WITH CONTENT.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency, and adequacy of which are hereby acknowledged by the Undersigned, the Undersigned do hereby irrevocably and unconditionally:

CONVEY, ASSIGN, AND TRANSFER to Snap Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at 2772 Donald Douglas Loop North, Santa Monica, CA 90405, the Undersigned's entire right, title, and interest for the United States and all foreign countries and jurisdictions in and to:

the Invention which is disclosed in the above-identified application or applications;  
such application or applications, and all divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other applications for a patent or patents which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries and jurisdictions based in whole or in part on any of such Invention (including any application for a utility model or an innovation patent application);

all original and reissued patents which have been or shall be issued in the United States and all foreign countries and jurisdictions based in whole or in part on any of such Invention;

including the right to claim priority to the above-identified patent application or applications in relation to subject matter based in whole or in part on the above-identified patent application or applications and any of the foregoing including the right to file foreign applications under the provisions of any convention or treaty;

and including the right to all causes of action, remedies, and other enforcement rights related to the above-identified application or applications, including without limitation the right to sue for past, present, or future infringement, misappropriation, or violation of any and all rights related to the above-identified patent application or applications and any of the foregoing, including the right to obtain and collect damages for past, present, or future infringement;

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

AUTHORIZE AND REQUEST that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 144407 may (directly or through his/her designee) delete, insert, or alter any information related to the above-identified patent application or applications or any of the foregoing, after execution of this Assignment;

**Assignment**

Assignors: Jeremy Voss et al.

Title: PRIORITIZING DISPLAY OF USER ICONS ASSOCIATED WITH CONTENT

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Docket No: 4218.904US1  
Client Ref. No. P01273-US1

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

COVENANT, that should any provision of this agreement be held unenforceable by an authority of competent jurisdiction, such a ruling shall not affect the validity and enforceability of the remaining provisions.

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:

**Assignment**

Assignors: Jeremy Voss et al.

Title: PRIORITIZING DISPLAY OF USER ICONS ASSOCIATED WITH CONTENT

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Docket No: 4218.904US1

Client Ref. No. P01273-US1

**Assignor:**

(Signature): /



/

Name: Jeremy Voss

City/State or Country: Los Angeles, CA

Date:

1/13/2020

**Assignment**

Assignors: Jeremy Voss et al.

Title: PRIORITIZING DISPLAY OF USER ICONS ASSOCIATED WITH CONTENT

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Docket No: 4218.904US1  
Client Ref. No. P01273-US1

**Assignor:**

(Signature):

/

*Christie Marie Heikkinen*

/

Name: Christie Marie Heikkinen

City/State or Country: Santa Monica, CA

Date:

1/13/2020

**Assignment**

Assignors: Jeremy Voss et al.

Title: PRIORITIZING DISPLAY OF USER ICONS ASSOCIATED WITH CONTENT

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Docket No: 4218.904US1  
Client Ref. No. P01273-US1

**Assignor:**

(Signature): /

*Daniel Rakhamimov*

/

Name: Daniel Rakhamimov

City/State or Country: Brooklyn, NY

Date: 1/13/2020



**Assignment**

Assignors: Jeremy Voss et al.

Title: PRIORITIZING DISPLAY OF USER ICONS ASSOCIATED WITH CONTENT

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Docket No: 4218.904US1

Client Ref. No. P01273-US1

**Assignor:**

(Signature): / Laurent Desserrey /

Name: Laurent Desserrey

City/State or Country: Los Angeles, CA

Date: 1/13/2020

**Assignment**

Assignors: Jeremy Voss et al.

Title: PRIORITIZING DISPLAY OF USER ICONS ASSOCIATED WITH CONTENT

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Docket No: 4218.904US1  
Client Ref. No. P01273-US1

**Assignor:**

(Signature): /

*Susan Marie Territo*

/

Name: Susan Marie Territo

City/State or Country: Los Angeles, CA

Date: 1/13/2020