

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6616953

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
YUGANG HU	04/02/2016
SETH MOORE	03/23/2016
JP KNAB	03/23/2016
AMIT GOYAL	03/22/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	OVERSTOCK.COM, INC.
<b>Street Address:</b>	799 W COLISEUM WAY
<b>City:</b>	MIDVALE
<b>State/Country:</b>	UTAH
<b>Postal Code:</b>	84047
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	17129492
<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>	8012555335
<b>Email:</b>	docketclerk@clayhow.com
<b>Correspondent Name:</b>	ALAN J. HOWARTH
<b>Address Line 1:</b>	P.O. BOX 1909
<b>Address Line 4:</b>	SANDY, UTAH 84091
<b>ATTORNEY DOCKET NUMBER:</b>	T12849.A
<b>NAME OF SUBMITTER:</b>	ALAN J. HOWARTH
<b>SIGNATURE:</b>	/Alan J. Howarth/
<b>DATE SIGNED:</b>	03/23/2021
<b>Total Attachments: 6</b>	
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A S S I G N M E N T

WHEREAS, Yugang HU, Seth MOORE, JP KNAB, and Amit GOYAL, citizens of the United States of America having post office addresses of 7871 Majestic Ridge Drive, Salt Lake City, Utah 84121; 1744 North 1400 West, Lehi, Utah 84043; 3483 Chatel Drive, Riverton, Utah 84065; and 11359 Springer Lane, South Jordan, Utah 84095, respectively, have invented a method and apparatus entitled SYSTEM AND METHOD FOR OPTIMIZING ONLINE MARKETING BASED UPON RELATIVE ADVERTISEMENT PLACEMENT, hereinafter called the "invention," preferred embodiments of which are disclosed in a United States patent application being assigned application serial no. 14/099,795, and filed on December 6, 2013, and identified as File No. T12849 of the law firm, Clayton, Howarth & Cannon, P.C., P.O. Box 1909, Sandy, Utah 84091.

WHEREAS, Assignee **OVERSTOCK.COM, INC.**, a Delaware corporation, located at 6350 South 3000 East, Salt Lake City, Utah 84121, is desirous of acquiring the entire right, title and interest in the invention;

NOW THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to us by the Assignee, the receipt and sufficiency of which is hereby acknowledged, WE HEREBY ASSIGN TO THE ASSIGNEE:

The entire right, title and interest in said invention and in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of said application, or reissues or extensions of Letters Patent or Patents granted hereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and Foreign countries.

WHEN RECORDED RETURN TO:

Alan J. Howarth (T12849)  
Clayton, Howarth & Cannon, P.C.  
P.O. Box 1909  
Sandy, Utah 84091

The right to file foreign patent applications on said invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

We hereby authorize and request the United States Commissioner for Patents, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all patents on said invention to the Assignee as the owner of the entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives.

We hereby agree, without further consideration and without expense to us, to sign all lawful papers and to perform all other lawful acts which the Assignee, or the Assignee's successors, assigns and legal representatives, may request of us to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue, and other United States and foreign patent applications on said invention, and all lawful documents requested by the Assignee, or the Assignee's successors, assigns and legal representatives, to further the prosecution of any of such patent applications.


Cooperation to the best of our ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension, or infringement proceedings involving said invention.

This assignment and agreement shall be binding upon our heirs and legal representatives.

WHEN RECORDED RETURN TO:

Alan J. Howarth (T12849)  
Clayton, Howarth & Cannon, P.C.  
P.O. Box 1909  
Sandy, Utah 84091

Executed this 2nd day of April, 2016, at Salt Lake City, Utah  
(City, State)

  
\_\_\_\_\_  
Yugang HU

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PATENT  
REEL: 055687 FRAME: 0968

Executed this 23 day of March, 20 16, at Salt Lake UT  
(City, State)

  
Seth MOORE

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**PATENT**  
**REEL: 055687 FRAME: 0969**

Executed this 23 day of March, 20 16, at \_\_\_\_\_  
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JP-KWJ/B

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**PATENT**  
**REEL: 055687 FRAME: 0970**

Executed this 22 day of March, 2016, at Salt Lake City, Utah  
(City, State)

  
Amit GOYAL

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