

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT6618735

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the CORRECTING ASSIGNEE'S ADDRESS previously recorded on Reel 059169 Frame 0346. Assignor(s) hereby confirms the ASSIGNMENT.
CONVEYING PARTY DATA	
Name	Execution Date
PING HAO	10/14/2020
BURKE MILLER WHITE	10/14/2020
DANIEL QUYNH-HUNG NGUYEN	10/14/2020
PETER ANDREW ZELASNEY	10/14/2020
RECEIVING PARTY DATA	
Name:	BRAND3P INCORPORATED
Street Address:	4150 OLD ADOBE ROAD
City:	PALO ALTO
State/Country:	CALIFORNIA
Postal Code:	94306
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17070837
CORRESPONDENCE DATA	
Fax Number:	
<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:	6504617700
Email:	lcox@polsinelli.com
Correspondent Name:	POLSINELLI LLP
Address Line 1:	THREE EMBARCADERO CENTER
Address Line 2:	SUITE 2400
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94111
ATTORNEY DOCKET NUMBER:	101803-671806-000200US
NAME OF SUBMITTER:	LORI COX
SIGNATURE:	/Lori Cox/
DATE SIGNED:	03/24/2021
Total Attachments: 4	

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PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PING HAO	10/14/2020
BURKE MILLER WHITE	10/14/2020
DANIEL QUYNH-HUNG NGUYEN	10/14/2020
PETER ANDREW ZELASNEY	10/14/2020
RECEIVING PARTY DATA	
Name:	BRAND3P INCORPORATED
Street Address:	4150 ADOBE ROAD
City:	PALO ALTO
State/Country:	CALIFORNIA
Postal Code:	94306
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17070837
CORRESPONDENCE DATA	
Fax Number:	
Phone:	6504617731
Email:	lcox@polsinelli.com
<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>	
Correspondent Name:	POLSINELLI
Address Line 1:	1661 PAGE MILL ROAD
Address Line 2:	SUITE A
Address Line 4:	PALO ALTO, CALIFORNIA 94304
ATTORNEY DOCKET NUMBER:	101803-671806-000200US
NAME OF SUBMITTER:	LORI COX
Signature:	/Lori Cox/
Date:	10/26/2020

Total Attachments: 2

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RECEIPT INFORMATION**EPAS ID:** PAT6368725**Receipt Date:** 10/26/2020

ASSIGNMENT

I/We, the undersigned (“Assignor”), has/have invented certain inventions and improvements disclosed in a utility (provisional or non-provisional) or design patent application entitled

“SYSTEMS AND METHODS FOR OMNICHANNEL ENVIRONMENT RELEVANCE,”

the specification of which is provided with this Assignment and identified by the Attorney Docket No. above. (Serial No. 17/070,837 filed on October 14, 2020).

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

1. Agrees to assign, transfer, convey, and sell, hereby assign, transfer, convey, and sell and have assigned, transferred, conveyed, and sold to Brand3P Incorporated, a corporation, having a principal place of business at 4150 Old Adobe Road, Palo Alto, CA 94306 (“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, the right to claim priority to the above-referenced patent application, 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) 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
 - (d) 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.
2. Authorizes and requests 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. Agrees 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. Agrees 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, as well as our heirs, legal representatives, and assigns.
5. Promises and affirms that we have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.

Authorizes Polsinelli LLP to insert above the application number and filing date of the above-described patent application when known.

IN WITNESS WHEREOF, the Assignor hereunto has executed this Assignment upon the date indicated below.

By: DocuSigned by:
Ping Hao
22E341E6D8D4490...
Ping Hao

Dated: 10/14/2020

By: DocuSigned by:
Burke Miller White
1BF3A8F7C0F845D...
Burke Miller White

Dated: 10/14/2020

By: DocuSigned by:
Daniel Nguyen
5998E61DCA83416...
Daniel Quynh-Hung Nguyen

Dated: 10/14/2020

By: DocuSigned by:
Peter Andrew Zelasney
99DA7576373A4A8...
Peter Andrew Zelasney

Dated: 10/14/2020