

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6651021

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
WILLIAM ALEXANDER STRAND	09/20/2018
TRAVIS M. GRIGSBY	09/17/2018
BENJAMIN RALPH HOLLIS	09/17/2018
BOBBY LO	09/17/2018
CHRISTIE MARIE HEIKKINEN	09/19/2018
RECEIVING PARTY DATA	
Name:	SNAP INC.
Street Address:	2772 DONALD DOUGLAS LOOP NORTH
City:	SANTA MONICA
State/Country:	CALIFORNIA
Postal Code:	90405
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16653604
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:	6123736900
Email:	uspto@slwip.com
Correspondent Name:	SCHWEGMAN LUNDBERG & WOESSNER
Address Line 1:	P.O. BOX 2938
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402
ATTORNEY DOCKET NUMBER:	4218.562US2
NAME OF SUBMITTER:	MICHELLE RED BEAR
SIGNATURE:	/Michelle Red Bear/
DATE SIGNED:	04/12/2021
Total Attachments: 8	
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RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 4218.562US2

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):

William Alexander Strand, Travis M. Grigsby, Benjamin
Ralph Hollis, Bobby Lo, Christie Marie Heikkinen

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

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement ☐ Change of Name

☐ Other

Execution Date: September 20, 2018, September 17,
2018, September 17, 2018, September 17, 2018,
September 19, 2018

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)

B. Patent No.(s)

Serial No. 16/653,604

Additional numbers attached? ☐ Yes ☒ No

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

Name: Gall C. Gotfried

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

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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.

Gall C. Gotfried/Reg. No. 58,333

Name of Person Signing

/Gall C. Gotfried/

Signature

April 12, 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: 055890 FRAME: 0325

ASSIGNMENT

WHEREAS, William Alexander Strand, Travis M. Grigsby, Benjamin Ralph Hollis, Bobby Lo and Christie Marie Heikkinen (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 September 25, 2018, assigned US application serial number 16/140,719, and titled SYSTEMS, DEVICES, AND METHODS FOR CONTEXT SENSITIVE PRESENTATION OF CONTENT and as described in a provisional patent application filed on October 9, 2017 assigned United States application serial number 62/569,987, and titled SYSTEMS, DEVICES, AND METHODS FOR CONTEXT SENSITIVE PRESENTATION OF 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 63 Market Street, Venice, CA 90291, 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;

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

Docket No: 4218.562US1

Assignors: William Alexander Strand et al.

Title: SYSTEMS, DEVICES, AND METHODS FOR CONTEXT SENSITIVE PRESENTATION OF CONTENT

Page 3 of 7

Assignor:

(Signature): / *William Alexander Strand* /

Name: William Alexander Strand

City/State: Sammamish, WA

Date: 9/20/2018

Assignment

Docket No: 4218.562US1

Assignors: William Alexander Strand et al.

Title: SYSTEMS, DEVICES, AND METHODS FOR CONTEXT SENSITIVE PRESENTATION OF CONTENT

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Assignor:

(Signature):

/

Travis M. Grigsby

/

Name: Travis M. Grigsby

City/State: Seattle, WA

Date:

9/17/2018

Assignment

Docket No: 4218.562US1

Assignors: William Alexander Strand et al.

Title: SYSTEMS, DEVICES, AND METHODS FOR CONTEXT SENSITIVE PRESENTATION OF CONTENT

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Assignor:

(Signature): / *Benjamin Ralph Hollis* /

Name: Benjamin Ralph Hollis

City/State: Seattle, WA

Date: 9/17/2018

Assignment

Docket No: 4218.562US1

Assignors: William Alexander Strand et al.

Title: SYSTEMS, DEVICES, AND METHODS FOR CONTEXT SENSITIVE PRESENTATION OF CONTENT

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Assignor:

(Signature): / *Bobby Lo* /

Name: Bobby Lo

City/State: San Francisco, CA

Date: 9/17/2018

Assignment

Docket No: 4218.562US1

Assignors: William Alexander Strand et al.

Title: SYSTEMS, DEVICES, AND METHODS FOR CONTEXT SENSITIVE PRESENTATION OF CONTENT

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Assignor:

(Signature): / Christie Marie Heikkinen /

Name: Christie Marie Heikkinen

City/State: San Francisco, CA

Date: 9/19/2018