

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT6703688

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SHOPSTYLE INC.	04/16/2021
RECEIVING PARTY DATA	
Name:	RAKUTEN GROUP, INC.
Street Address:	1-14-1 TAMAGAWA, SETAGAYA-KU
City:	TOKYO
State/Country:	JAPAN
Postal Code:	158-0094
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	15001142
Application Number:	62884627
Application Number:	16918706
CORRESPONDENCE DATA	
Fax Number:	(650)204-5605
<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:	(650) 204-5604
Email:	tina@lessanilaw.com
Correspondent Name:	TINA M. LESSANI
Address Line 1:	LESSANI LAW GROUP, PC
Address Line 2:	163 CYPRESS POINT ROAD
Address Line 4:	HALF MOON BAY, CALIFORNIA 94019
ATTORNEY DOCKET NUMBER:	15052-01223US_01237P_US
NAME OF SUBMITTER:	TINA M. LESSANI
SIGNATURE:	/Tina M. Lessani/
DATE SIGNED:	05/11/2021
Total Attachments: 2	
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ASSIGNMENT

In consideration of one dollar (US \$1.00) and other good and valuable consideration, of which receipt is hereby acknowledged, Shopstyle Inc., a Delaware corporation, having a place of business at 800 Concar Drive, Suite 175, San Mateo, CA 94402 ("ASSIGNOR"), has sold, assigned, and transferred and does hereby sell, assign, and transfer to Rakuten Group, Inc., a company incorporated under the Companies Act of Japan, having a place of business at 1-14-1 Tamagawa, Setagaya-ku, Tokyo 158-0094, Japan ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following applications and Letters Patents ("PATENT RIGHTS"):

Country:	Patent Application Serial No.:	Title:	Filing Date:
US	15/001,142	Computer Database Access System and Method for Categorizing by Style Ranking	1/19/2016
US	62/884,627	System, Method, and Computer Program for Providing Similar Product Recommendations for Non-Merchant Publishers Based on Publisher Preferences	8/8/2019
US	16/918,706	System, Method, and Computer Program for Providing Similar Product Recommendations for Non-Merchant Publishers Based on Publisher Preferences	7/1/2020
JP	2020-134146	System, Method, and Computer Program for Providing Similar Product Recommendations for Non-Merchant Publishers Based on Publisher Preferences	8/6/2020

and;

2. The entire worldwide right, title, and interest in and to:

(a) the PATENT RIGHTS, including any right of priority; (b) any divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; (c) any patents which may be granted on the applications set forth in (a) and (b) above; and (d) the right to sue in its own name and to recover for past infringement of any or all of any applications or patents issuing therefrom.

ASSIGNOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER of the above-identified patent applications and Letters Patents; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER of the above-identified patent applications and Letters Patents and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. ASSIGNOR further agrees to provide any successor, transferee, assignee, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

ASSIGNOR represents that ASSIGNOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the ASSIGNOR has made or will make hereafter no assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Duly Authorized Representative of ASSIGNOR

Date of Signature

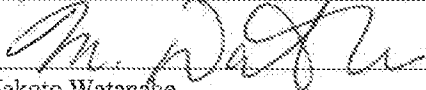


April 16 2021

Adrienne Down Coulson
Chief Operating Officer/Secretary
Shopstyle Inc.
800 Concar Drive, Suite 175
San Mateo, CA 94402

Duly Authorized Representative of ASSIGNEE

Date of Signature



April 23 2021

Makoto Watanabe
General Manager, Intellectual Property Department
Rakuten Group, Inc.
1-14-1 Tamagawa, Setagaya-ku
Tokyo 158-0094, Japan