PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT6727487

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
XIANSHUN CHEN	05/19/2021
ARCHIMAN DUTTA	05/21/2021

RECEIVING PARTY DATA

Name:	AMAZON TECHNOLOGIES, INC.
Street Address:	PO BOX 81226
City:	SEATTLE
State/Country:	WASHINGTON
Postal Code:	98108-1226

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	17327422

CORRESPONDENCE DATA

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Address Line 1:	999 PEACHTREE STREET NE
Address Line 2:	SUITE 2300
Address Line 4:	ATLANTA, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	25396-1445
NAME OF SUBMITTER:	MICHELLE STANISLO
SIGNATURE:	/Michelle Stanislo/
DATE SIGNED:	05/25/2021

Total Attachments: 5
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source=P73884-US01 Combined Declaration and Assignment#page4.tif

<u>PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)</u>

U.S. Patent Appln. No. <u>17/327,422</u>   Attorney Docket No. 25396-1445
Filing Date <u>5/21/21</u>   Client Docket No. P73884-US01

<u>PARTIES TO THE ASSIGNMENT</u>

<u>Assignor(s):</u>

Xianshun Chen
410 Terry Avenue North
Seattle, WA 98109-5210

Archiman Dutta
410 Terry Avenue North
Seattle, WA 98109-5210

<u>Assignee:</u>
Amazon Technologies, Inc.
PO Box 81226
Seattle, WA 98108-1226

<u>AGREEMENT</u>

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

"ENHANCED BRAND MATCHING USING MULTI-LAYER MACHINE LEARNING" (Invention) for

which a non-provisional application for United States Letters Patent (Application):

[X] was filed on <u>5/21/21</u>   and accorded U.S. Application No. <u>17/327,422</u>; or

[X] will be filed concurrently with the submission of this executed PATENT ASSIGNMENT

for recordation. ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal

representatives, of Eversheds Sutherland LLP, associated with Customer No.

126647, to insert in the header above and here in parentheses (U.S. Patent

Application No. <u>17/327,422</u>, filed <u>5/21/21</u>   ) this application's U.S. application

number and filing date, when known.

WHEREAS, ASSIGNEE, a corporation of the State of Nevada, is desirous of acquiring the

entire right, title and interest in and to the Invention and in and to any letters patent that may

be granted therefor in the United States and in any and all foreign countries.

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Title of Invention: ENHANCED BRAND MATCHING USING MULTI-LAYER MACHINE LEARNING

Inventors: Xianshun Chen, Archiman Dutta

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said Invention and any improvements thereto, said Application and any and all letters patent which may be granted for said Invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all provisional, divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said Application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said Invention, Application and all letters patent on said Invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks, as well as all other applicable patent offices throughout the world, to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said Invention, for litigation regarding said letters patent, or for the purpose of protecting title to said Invention or letters patent therefor.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out

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of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said Application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the Application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the Application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon ASSIGNOR's heirs, legal representatives, administrators, and assigns.

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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Title of Invention: ENHANCED BRAND MATCHING USING MULTI-LAYER MACHINE LEARNING

Inventors: Xianshun Chen, Archiman Dutta

DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

☒ the attached application; or

☒ United States Patent Application number <u>17/327,422</u> filed on <u>5/21/21</u>   ; or

☐ PCT International Application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the

application.

I have reviewed and understand the contents of the above-identified application, and

acknowledge the duty to disclose to the US Patent & Trademark Office all information known to

me to be material to the patentability as defined in 37 CFR 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable

under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

DocuSigned by:

Xianshun Chen

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_____

Xianshun Chen

May 19, 2021
_____

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 17/327,422   Attorney Docket No. 25396-1445
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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

DocuSigned by:

/Archiman Dutta/

1E9C19F20AD546F

Archiman Dutta

May 21, 2021

Date