

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6804801

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
GUMGUM, INC.	07/07/2021
RECEIVING PARTY DATA	
Name:	GUMGUM SPORTS INC.
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City:	SANTA MONICA
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Postal Code:	90401
PROPERTY NUMBERS Total: 11	
Property Type	Number
Patent Number:	10417499
Patent Number:	10430662
Patent Number:	10303951
Patent Number:	10255505
Patent Number:	10089533
Application Number:	16585712
Application Number:	17180527
Application Number:	62397739
Application Number:	62421886
Application Number:	62505758
PCT Number:	US2017052319
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	GMGMS.000GEN
NAME OF SUBMITTER:	ANDREW W. LLOYD
SIGNATURE:	/Andrew Lloyd/
DATE SIGNED:	07/09/2021
Total Attachments: 4 source=GumGum - Patent Assignment to GumGum Sports Inc. (Executed)#page1.tif source=GumGum - Patent Assignment to GumGum Sports Inc. (Executed)#page2.tif source=GumGum - Patent Assignment to GumGum Sports Inc. (Executed)#page3.tif source=GumGum - Patent Assignment to GumGum Sports Inc. (Executed)#page4.tif	

PATENT ASSIGNMENT

This Patent Assignment ("**Assignment**") is by and between GumGum, Inc., a Delaware corporation ("**ASSIGNOR**") and GumGum Sports Inc., a Delaware corporation ("**ASSIGNEE**"), and is made effective as of the 31st day of January, 2021 ("**Effective Date**").

ASSIGNOR hereby confirms that, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, as of the Effective Date set forth above, it has sold, assigned, and transferred, and by these presents does hereby sell, assign, and transfer, unto ASSIGNEE, its successors, legal representatives, and assigns, to the extent that it has not already done so, the entire right, title, and interest throughout the world in, to, and under the said improvements, and patents and patent applications listed in Schedule A, attached hereto and hereby incorporated by this reference, and all divisions, continuations, continuations-in-part, reissues, reexaminations, renewals, and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent that may hereafter be filed for said improvements or for the patent applications in any country or countries foreign to the United States, with the explicit exclusion of U.S. Patent No. 10,929,752, entitled "Automated Control of Display Devices" (which claims priority to provisional applications listed in Schedule A, but for which ownership is retained by ASSIGNOR).

ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications, to issue all related Letters Patents to ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this Assignment.

ASSIGNOR further confirms that it has sold, assigned, transferred, and conveyed, and by these presents does hereby sell, assign, transfer and convey, unto to ASSIGNEE, its successors, legal representatives, and assigns, to the extent that it has not already done so, all claims for damages and all remedies arising out 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 the said Patents before or after issuance.

ASSIGNOR hereby covenants and agrees that it will communicate to ASSIGNEE, its successors, legal representatives, and assigns any facts known to ASSIGNOR respecting the assigned patent applications immediately upon becoming aware of those facts, and that it will testify in any legal proceeding involving any of the patent applications, will sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and will generally do everything possible to aid ASSIGNEE, its successors, legal representatives, and assigns to obtain and enforce the patent applications in all countries.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties have executed this Assignment by their duly authorized representatives as of the dates set forth below, effective as of the day and year first above written.

GUMGUM, INC.

GUMGUM SPORTS INC.

By: Phil Schraeder

By: BZ

Name: Phil Schraeder

Name: Brian Kim

Title: CEO

Title: CEO

Date: July 7, 2021

Date: July 7, 2021

Schedule A - Assigned Patents and Patent Applications

Issued Patents:

Country	Title	Application No.	Filing Date	Patent No.	Issue Date
US	MACHINE LEARNING MODELS FOR IDENTIFYING SPORTS TEAMS DEPICTED IN IMAGE OR VIDEO DATA	15/709168	09/19/17 (priority to 09/21/16)	10,417,499	9/17/19
US	TRAINING MACHINE LEARNING MODELS TO DETECT OBJECTS IN VIDEO DATA	15/709192	09/19/17 (priority to 09/21/16)	10,430,662	10/01/19
US	AUTOMATED ANALYSIS OF IMAGE OR VIDEO DATA AND SPONSOR VALUATION	15/709117	09/19/17 (priority to 09/21/16)	10,303,951	5/28/19
US	AUGMENTING VIDEO DATA TO PRESENT REAL-TIME SPONSOR METRICS	15/709151	09/19/17 (priority to 09/21/16)	10,255,505	4/09/19
US	IDENTIFYING VISUAL OBJECTS DEPICTED IN VIDEO DATA USING VIDEO FINGERPRINTING	15/709209	09/19/17 (priority to 09/21/16)	10,089,533	10/02/18

Patent Applications:

Country	Title	Application No.	Filing Date	Status
US	TRAINING MACHINE LEARNING MODELS TO DETECT OBJECTS IN VIDEO DATA	16/585,712	09/27/19 (priority to 09/21/16)	Abandoned (continuation application)
US	AUTOMATED CONTROL OF DISPLAY DEVICES	17/180527	02/19/21 (priority to 09/21/16)	Pending (continuation application)
AU	MACHINE LEARNING MODELS FOR IDENTIFYING OBJECTS DEPICTED IN IMAGE OR VIDEO DATA	2017330571 (Australia)	3/29/19 (priority to 09/21/16)	Pending

Country	Title	Application No.	Filing Date	Status
CA	MACHINE LEARNING MODELS FOR IDENTIFYING OBJECTS DEPICTED IN IMAGE OR VIDEO DATA	3037201 (Canada)	3/15/19 (priority to 09/21/16)	Pending
EP	MACHINE LEARNING MODELS FOR IDENTIFYING OBJECTS DEPICTED IN IMAGE OR VIDEO DATA	17778402.2 (Europe)	4/12/19 (priority to 09/21/16)	Pending
US	EFFICIENTLY IDENTIFYING IMAGE OBJECTS IN VIDEO DATA USING VIDEO FINGERPRINTING	62/397739	09/21/16	Expired (provisional application)
US	DETERMINING SPONSORSHIP VALUE BASED ON ANALYSIS OF IMAGE AND VIDEO DATA	62/421886	11/14/16	Expired (provisional application)
US	DETERMINING SPONSORSHIP VALUE BASED ON ANALYSIS OF IMAGE AND VIDEO DATA	62/505758	05/12/17	Expired (provisional application)
(PCT)	MACHINE LEARNING MODELS FOR IDENTIFYING OBJECTS DEPICTED IN IMAGE OR VIDEO DATA	PCT/US2017/052319	09/19/17 (priority to 09/21/16)	Expired (PCT application)