

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT6856726

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JEFF GULLICKSEN	07/19/2017
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	GULLICKSEN BROTHERS, LLC
<b>Street Address:</b>	1596 SUMMERFIELD DRIVE
<b>City:</b>	CAMPBELL
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95008
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	16707373
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	1194-004.003
<b>NAME OF SUBMITTER:</b>	BRUCE D. RUBENSTEIN, ESQ.
<b>SIGNATURE:</b>	/Bruce D. Rubenstein #39,349/
<b>DATE SIGNED:</b>	08/10/2021
<b>Total Attachments: 3</b>	
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## ASSIGNMENT

**WHEREAS**, I, Jeff Gullicksen, as the original inventor or an original joint inventor have invented an invention comprising and/or embodying certain improvements or discoveries or both as described in an application for Letters Patent of the United States entitled

### **MANAGING VIRTUAL CONTENT DISPLAYED TO A USER BASED ON MAPPED USER LOCATION**

which is further identified by Attorney Docket Number 1192-004.001;

**WHEREAS**, Gullicksen Brothers, LLC, a limited liability company organized and existing under the laws of the State of California and having a usual place of business at 1596 Summerfield Drive, Campbell, CA 95008, USA, desires to acquire an interest therein in accordance with agreements duly entered into with me;

**NOW, THEREFORE**, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, the entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to said invention as described in said application, together with the entire right, title and interest in and to said application and such Letters Patent as may issue thereon; said invention, application and Letters Patent to be held and enjoyed by said ASSIGNEE for its own use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held by me had this assignment and sale not been made; I hereby convey to ASSIGNEE all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for Letters Patent. I hereby acknowledge that this assignment, being of the entire right, title and interest in and to said invention, carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all Letters Patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all such Letters Patent to ASSIGNEE for its own name as assignee of the entire right, title and interest therein;

**AND**, I hereby further agree for myself and my executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the aforesaid invention to

said ASSIGNEE, its successors, assigns and legal representatives, but at its or their expense and charges, including the execution of applications for patents in foreign countries, and the execution of substitution, reissue, divisional or continuation applications and preliminary or other statements and the giving of testimony in any interference or other proceeding in which said invention or any application or patent directed thereto may be involved;

**AND**, I do hereby authorize and request the Commissioner of Patents of the United States to issue such Letters Patent as shall be granted upon said application or applications based thereon to said ASSIGNEE, its successors, assigns, and legal representatives;

**AND** I hereby authorize the attorneys at Bainwood Huang & Associates LLC to insert here in parentheses

(16/107,373, filed 12/9/2019,

the application number and filing date of said application (or foreign counterpart application) to facilitate the recording or other official processing of this Assignment.

Date: 7/19/17

[Signature]  
Inventor's Signature

Legal name of inventor: Jeff Gullicksen  
Residence: 157 Jasmine Court  
Mountain View, CA 94043  
United States of America  
Mailing Address Same as above

**ACKNOWLEDGMENT**

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California  
County of santa clara )

On 19th day of JULY 2017 before me, MICHELLE J. CHOI, Notary Public  
(insert name and title of the officer)

personally appeared Jeff Gullicksen, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



[Signature]