

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT6956580

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MOHIT GOENKA	09/29/2021
KELLY XU	09/29/2021
MUNI XU	09/29/2021
SHIV SHANKAR	09/30/2021
RECEIVING PARTY DATA	
Name:	VERIZON MEDIA INC.
Street Address:	770 BROADWAY
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17492746
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>	
Email:	jcantillano@bomcip.com
Correspondent Name:	BOOKOFF MCANDREWS, PLLC
Address Line 1:	2020 K STREET, NW
Address Line 2:	SUITE 400
Address Line 4:	WASHINGTON, D.C. 20006
ATTORNEY DOCKET NUMBER:	00008-0284-00000
NAME OF SUBMITTER:	MARGARET J. EVANS
SIGNATURE:	/Margaret J. Evans/
DATE SIGNED:	10/07/2021
Total Attachments: 4	
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source=Assignment#page2.tif	
source=Assignment#page3.tif	

ASSIGNMENT

WHEREAS we, the below named inventors, have made a new and useful invention described in a patent application entitled:

METHOD AND SYSTEM FOR SERVING PERSONALIZED CONTENT TO ENHANCE USER EXPERIENCE

for which we executed an application for United States Letters Patent filed in the U.S. Patent and Trademark Office ("USPTO") herewith, and/or being identified in the USPTO by Application No. 17/492,746, filed October 4, 2021, and

WHEREAS, Verizon Media Inc., a corporation of Delaware, whose post office address is 770 Broadway, New York, NY 10003 (hereinafter referred to as Assignee), is desirous of securing and memorializing its entire right, title, and interest in and to this invention in all countries throughout the world, and in and to any provisional or nonprovisional applications for United States Letters Patent on this invention and any Letters Patent to be issued upon this application or any application claiming priority to this application;

NOW THEREFORE, be it known that, for good and valuable consideration, the receipt of which from Assignee is hereby acknowledged, we have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my entire right, title, and interest in and to this invention, all nonprovisional applications, divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above application(s) and/or Letters Patent, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, WE HEREBY covenant that we have the full right to convey the interest assigned by this Assignment, and we have not executed and will not execute any agreement in conflict with this Assignment;

AND, WE HEREBY authorize the Assignee (or its designee) to apply for patent (or similar legal protection) in its own name if desired, in any and all countries;

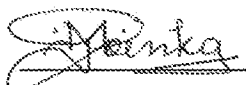
AND, WE HEREBY further covenant and agree that we will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all nonprovisional, divisional,

continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, We have hereunto set our hands.

Name: Mohit GOENKA
Address: 2285 Lenox Place
Santa Clara, CA 95054

Name: Kelly XU
Address: 144 Tamarack Dr
Union City, CA 94587

Signed: 
Date: 09/29/2021

Signed: _____
Date: _____

Name: Muni XU
Address: 997 Elderflower Place
San Jose, CA 95131

Name: Shiv SHANKAR
Address: 701 1st Ave
Sunnyvale, CA 94089

Signed: _____
Date: _____

Signed: _____
Date: _____

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Date: _____

invention in said Assignee, its successors or assigns, execute all nonprovisional, divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

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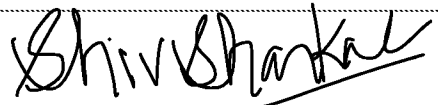
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