

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6974404

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	DAN KELLER	01/25/2021
RECEIVING PARTY DATA		
Name:	NIKE, Inc.	
Street Address:	One Bowerman Drive	
City:	Beaverton	
State/Country:	OREGON	
Postal Code:	97005	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	17503637	
CORRESPONDENCE DATA		
Fax Number:	(248)380-8968	
<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:	248-380-9300	
Email:	usdocketing@quinnlawgroup.com	
Correspondent Name:	QUINN IP LAW	
Address Line 1:	21500 HAGGERTY ROAD, STE 300	
Address Line 4:	NORTHVILLE, MICHIGAN 48167	
ATTORNEY DOCKET NUMBER:	NK1615.1/190141US03CON	
NAME OF SUBMITTER:	KATHERINE LAPAN	
SIGNATURE:	/Katherine LaPan/	
DATE SIGNED:	10/18/2021	
Total Attachments: 2		
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CONFIRMATION/ASSIGNMENT

This agreement ("CONFIRMATION/ASSIGNMENT") is made and entered into by and between the following person(s), Dan Keller (individually and/or collectively, "ASSIGNOR"), and NIKE, Inc., an Oregon corporation having a place of business at One Bowerman Drive, Beaverton, Oregon USA 97005-6453 ("ASSIGNEE").

ASSIGNOR has invented subject matter ("INVENTION") disclosed and/or claimed in a U.S. patent application titled "MULTI-CHANNEL COMMUNICATION PLATFORM WITH DYNAMIC RESPONSE GOALS" ("APPLICATION"). To the extent not already included below, ASSIGNOR authorizes and requests ASSIGNEE and its successors and assigns (collectively, "ASSIGNEE ENTITY") and authorized legal representatives, including but not limited to Quinn IP Law, 21500 Haggerty Road, Suite 300, Northville, MI 48167, to insert any of the following additional information relating to the APPLICATION when known:

U.S. App. No.: 16/888616

Filing Date: May 29, 2020

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR confirms that ASSIGNOR did (under the law of the jurisdiction(s) where the INVENTION was conceived, reduced to practice and/or made, under the NIKE Employee Invention and Secrecy Agreement and/or under some other agreement with ASSIGNEE) sell, assign and transfer, or else ASSIGNOR now does sell, assign and transfer to ASSIGNEE ENTITY, the full, exclusive and worldwide right: (a) in and to the INVENTION, (b) in and to the APPLICATION, its predecessor, continuing and counterpart applications everywhere in the world, and (c) in and to any Patents, Utility Models, Industrial Models, Petty Patents, Design Patents, Design Registrations, Industrial Designs, Unregistered Design Rights, Copyrights, and legal equivalents, reissues, extensions and renewals thereof everywhere in the world which may be granted for the INVENTION, including but not limited to the right to claim priority to and from any of the above, and the right to sue for past damages for any of the above ((a)-(c) collectively, "PROPERTIES").

ASSIGNOR agrees that ASSIGNEE ENTITY may apply for and/or receive PROPERTIES in its own name. ASSIGNOR authorizes and requests the U.S. Patent and Trademark Office and/or any other proper officer or agency of any jurisdiction to record the CONFIRMATION/ASSIGNMENT and issue PROPERTIES to ASSIGNEE ENTITY.

ASSIGNOR warrants and covenants that ASSIGNOR either had or does have the full right to convey the entire interest herein assigned at the time of the sale, assignment and/or transfer.

ASSIGNOR warrants and covenants that ASSIGNOR has not executed and will not execute any conflicting sale, assignment and/or transfer.

ASSIGNOR agrees to communicate to ASSIGNEE ENTITY and its authorized legal representatives any facts known to ASSIGNOR respecting the INVENTION, to execute all divisional, continuation, renewal, reissue and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to the INVENTION, sign all lawful documents which ASSIGNEE ENTITY and its authorized legal representatives shall consider desirable for aiding in securing and maintaining proper protection for the INVENTION and to testify in any judicial and/or administrative proceeding and generally do everything possible to aid ASSIGNEE ENTITY and its authorized legal representatives to obtain and enforce the PROPERTIES. ASSIGNOR's obligations under the CONFIRMATION/ASSIGNMENT will continue beyond the termination of ASSIGNOR's employment with ASSIGNEE.

ASSIGNOR accepts the terms and conditions of the CONFIRMATION/ASSIGNMENT:

Jan 25, 2021
Date

/ Dan Keller /
Dan Keller

ASSIGNEE accepts the terms and conditions of the CONFIRMATION/ASSIGNMENT:

Jan 25, 2021
Date

/ Paul Saraceni /
Paul Saraceni
Attorney-in-Fact
NIKE, Inc.