

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT7268261

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JOSHUA SCHUMACHER	03/02/2020
BRADLEY BARON	02/26/2020
BENJAMIN RALPH HOLLIS	02/26/2020
THIAGO HIRAI	02/26/2020
RECEIVING PARTY DATA	
Name:	SNAP INC.
Street Address:	3000 31ST STREET
City:	SANTA MONICA
State/Country:	CALIFORNIA
Postal Code:	90405
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16808183
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>	
Phone:	612-373-6900
Email:	uspto@slwip.com
Correspondent Name:	SCHWEGMAN LUNDBERG & WOESSNER / SNAP, IN
Address Line 1:	P.O. BOX 2938
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402
ATTORNEY DOCKET NUMBER:	4218.949US1
NAME OF SUBMITTER:	MICHELLE RED BEAR
SIGNATURE:	/Michelle Red Bear/
DATE SIGNED:	04/07/2022
Total Attachments: 7	
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PATENT

REEL: 059533 FRAME: 0894

RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 4218.949US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Joshua Schumacher, Bradley Baron, Benjamin Ralph
Hollis, Thiago Hirai

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement ☐ Change of Name

☐ Other

Execution Date: March 2, 2020, February 26, 2020,
February 26, 2020, February 26, 2020

2. Name and address of receiving party(ies):

Name: Snap Inc.

Street Address: 3000 31st Street

City: Santa Monica State: CA Zip: 90405

Country: United States of America

Additional name(s) & address(es) attached? ☐ Yes
☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 16/808,183

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence
concerning document should be mailed:

Name: Gall C. Gotfried

Address:

Schwegman Lundberg & Woessner, P.A.
P.O. Box 2938
Minneapolis, Minnesota 55402

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 0.00

☐ Enclosed

☐ Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over
payments to our Deposit Account No.: 19-0743

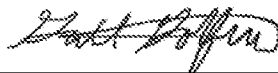
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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy
of the original document.

Gall C. Gotfried/Reg. No. 58,333

Name of Person Signing



Signature

April 7, 2022

Date

Total number of pages including cover sheet: 7

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Mail Stop Assignment Recordation Services
P.O. Box 1450
Alexandria, VA 22313-1450

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REEL: 059533 FRAME: 0895

ASSIGNMENT

WHEREAS, Joshua Schumacher, Bradley Baron, Benjamin Ralph Hollis and Thiago Hirai (hereinafter the "Undersigned") have made one or more inventions and other subject matter (hereinafter collectively referred to as the "Invention"); as described in the patent application filed on March 3, 2020, assigned US application serial number 16/808,183, and titled PRIORITIZING TRANSMISSIONS BASED ON USER ENGAGEMENT.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency, and adequacy of which are hereby acknowledged by the Undersigned, the Undersigned do hereby irrevocably and unconditionally:

CONVEY, ASSIGN, AND TRANSFER to Snap Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at 2772 Donald Douglas Loop North, Santa Monica, CA 90405, the Undersigned's entire right, title, and interest for the United States and all foreign countries and jurisdictions in and to:

the Invention which is disclosed in the above-identified application or applications;
such application or applications, and all divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other applications for a patent or patents which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries and jurisdictions based in whole or in part on any of such Invention (including any application for a utility model or an innovation patent application);

all original and reissued patents which have been or shall be issued in the United States and all foreign countries and jurisdictions based in whole or in part on any of such Invention;

including the right to claim priority to the above-identified patent application or applications in relation to subject matter based in whole or in part on the above-identified patent application or applications and any of the foregoing including the right to file foreign applications under the provisions of any convention or treaty;

and including the right to all causes of action, remedies, and other enforcement rights related to the above-identified application or applications, including without limitation the right to sue for past, present, or future infringement, misappropriation, or violation of any and all rights related to the above-identified patent application or applications and any of the foregoing, including the right to obtain and collect damages for past, present, or future infringement;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such Invention to the Assignee;

AUTHORIZE AND REQUEST that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 144407 may (directly or through his/her designee) delete, insert, or alter any information related to the above-identified patent application or applications or any of the foregoing, after execution of this Assignment;

Assignment

Assignors: Joshua Schumacher et al.

Title: PRIORITIZING TRANSMISSIONS BASED ON USER ENGAGEMENT

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Docket No: 4218.949US1

Client Ref. No. P01446-US1

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or shall be made to others by the Undersigned, and that the full right to convey the same as herein expressed is possessed by the Undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the Undersigned shall (1) execute all provisional, non-provisional, divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other patent applications for the Invention; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers for the Invention; (3) communicate to the Assignee all facts known to the Undersigned relating to the Invention and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for the Invention; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such Invention in the Assignee, or for securing, maintaining and enforcing proper patent protection for the Invention;

COVENANT, that should any provision of this agreement be held unenforceable by an authority of competent jurisdiction, such a ruling shall not affect the validity and enforceability of the remaining provisions.

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives, and successors of the Undersigned, and is to extend to the benefit of the successors, assigns, and nominees of the Assignee.

AGREED as of the date of my signature below:

Assignment

Assignors: Joshua Schumacher et al.

Title: PRIORITIZING TRANSMISSIONS BASED ON USER ENGAGEMENT

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Docket No: 4218.949US1

Client Ref. No. P01446-US1

Assignor:

(Signature): /  /

Name: Joshua Schumacher

City/State or Country: Des Moines, WA

Date: Mar 2, 2020

Assignors: Joshua Schumacher et al.

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Docket No: 4218.949US1
Client Ref. No. P01446-US1

(Signature):

Bradley M Baron
Bradley M Baron (Feb 26, 2024)

City/State or Country: Seattle, WA

PATENT
REEL: 059533 FRAME: 0899

Assignors: Joshua Schumacher et al.

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Client Ref. No. P01446-US1

(Signature):

Benjamin R Hollis
Benjamin R Hollis, Esq. 12/16/2014

Name: Benjamin Ralph Hollis

City/State or Country: Seattle, WA

Date: Feb 26, 2020

PATENT
REEL: 059533 FRAME: 0900

Assignment

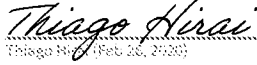
Assignors: Joshua Schumacher et al.

Title: PRIORITIZING TRANSMISSIONS BASED ON USER ENGAGEMENT

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Docket No: 4218.949US1
Client Ref. No. P01446-US1

Assignor:

(Signature): /  /

Name: Thiago Hirai

City/State or Country: Seattle, WA

Date: Feb 26, 2020