

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT7305642

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AHMED ALY SAAD AHMED	11/03/2021
MUHAMMAD RAFFAY HAMID	11/05/2021
YONGJUN WU	11/03/2021
YASH CHATURVEDI	11/03/2021
STEVEN JAMES COX	11/03/2021
TRAVIS SILVERS	11/17/2021
AMIT S JAIN	11/03/2021
AMJAD Y. A. ABU JBARA	11/05/2021
PRASANTH SARASWATULA	11/04/2021
RECEIVING PARTY DATA	
Name:	AMAZON TECHNOLOGIES, INC.
Street Address:	PO BOX 81226
City:	SEATTLE
State/Country:	WASHINGTON
Postal Code:	98108-1226
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17247393
CORRESPONDENCE DATA	
Fax Number:	(510)663-1100
<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:	5106631100
Email:	sarmstrong@wavsip.com
Correspondent Name:	WEAVER AUSTIN VILLENEUVE & SAMPSON LLP
Address Line 1:	P.O. BOX 70250
Address Line 4:	OAKLAND, CALIFORNIA 94612
ATTORNEY DOCKET NUMBER:	AMZ1P140
NAME OF SUBMITTER:	SARAH ARMSTRONG

SIGNATURE:	/Sarah Armstrong/
DATE SIGNED:	04/29/2022
	This document serves as an Oath/Declaration (37 CFR 1.63).
Total Attachments: 13 source=AMZ1P140_Dec_Assignment#page1.tif source=AMZ1P140_Dec_Assignment#page2.tif source=AMZ1P140_Dec_Assignment#page3.tif source=AMZ1P140_Dec_Assignment#page4.tif source=AMZ1P140_Dec_Assignment#page5.tif source=AMZ1P140_Dec_Assignment#page6.tif source=AMZ1P140_Dec_Assignment#page7.tif source=AMZ1P140_Dec_Assignment#page8.tif source=AMZ1P140_Dec_Assignment#page9.tif source=AMZ1P140_Dec_Assignment#page10.tif source=AMZ1P140_Dec_Assignment#page11.tif source=AMZ1P140_Dec_Assignment#page12.tif source=AMZ1P140_Dec_Assignment#page13.tif	

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 17/247,393
Filing Date 09 Dec 2020

Attorney Docket No. AMZ1P140
Client Docket No. P72416-US01

PARTIES TO THE ASSIGNMENT

Assignor(s):

Ahmed Aly Saad Ahmed
410 Terry Avenue North
Seattle, WA 98109-5210

Muhammad Raffay Hamid
410 Terry Avenue North
Seattle, WA 98109-5210

Yongjun Wu
410 Terry Avenue North
Seattle, WA 98109-5210

Yash Chaturvedi
410 Terry Avenue North
Seattle, WA 98109-5210

Steven James Cox
410 Terry Avenue North
Seattle, WA 98109-5210

Travis Silvers
410 Terry Avenue North
Seattle, WA 98109-5210

Amit S Jain
410 Terry Avenue North
Seattle, WA 98109-5210

Amjad Y. A. Abu Jbara
410 Terry Avenue North
Seattle, WA 98109-5210

Prasanth Saraswatula
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.
PO Box 81226
Seattle, WA 98108-1226

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 17/247,393
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Attorney Docket No. AMZ1P140
Client Docket No. P72416-US01

Title of Invention: VIRTUAL PRODUCT PLACEMENT

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
"VIRTUAL PRODUCT PLACEMENT " (Invention) for which a non-provisional application for United
States Letters Patent (Application):

- ☒ was filed on 09 Dec 2020 and accorded U.S. Application No. 17/247,393; or
- ☐ will be filed concurrently with the submission of this executed PATENT ASSIGNMENT
for recordation. ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal
representatives, of Weaver Austin Villeneuve & Sampson LLP, associated with
Customer No. 136609, to insert in the header above and here in parentheses (U.S.
Patent Application No. _____, filed _____) this application's U.S.
application number and filing date, when known.

WHEREAS, ASSIGNEE, a corporation of the State of Nevada, is desirous of acquiring the
entire right, title and interest in and to the Invention and in and to any letters patent that may be
granted therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which
is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its
successors and assigns, the entire right, title and interest in and to said Invention and any
improvements thereto, said Application and any and all letters patent which may be granted for
said Invention in the United States of America and its territorial possessions and in any and all
foreign countries, and in any and all provisional, divisions, reissues, re-examinations and
continuations thereof, including the right to file foreign applications directly in the name of
ASSIGNEE and to claim priority rights deriving from said Application to which said foreign
applications are entitled by virtue of international convention, treaty or otherwise, said Invention,

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Application and all letters patent on said Invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks, as well as all other applicable patent offices throughout the world, to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said Invention, for litigation regarding said letters patent, or for the purpose of protecting title to said Invention or letters patent therefor.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns 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 said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said Application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the Application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the Application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally

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Title of Invention: VIRTUAL PRODUCT PLACEMENT

do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon ASSIGNOR's heirs, legal representatives, administrators, and assigns.

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 17/247,393
Filing Date 09 Dec 2020

Attorney Docket No. AMZ1P140
Client Docket No. P72416-US01

Title of Invention: VIRTUAL PRODUCT PLACEMENT

DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

- ☐ the attached application; or
☒ United States Patent Application number 17/247,393 filed on 09 Dec 2020; or
☐ PCT International Application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

DocuSigned by:

Ahmed Aly Saad Ahmed
D9913E3F87BA403...

Ahmed Aly Saad Ahmed

November 3, 2021

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 17/247,393
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DocuSigned by:

9EA64D64FD334FC...
Muhammad Raffay Hamid

November 5, 2021
Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 17/247,393
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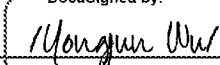
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DocuSigned by:

BC7008BD9239476...
Yongjun Wu

November 3, 2021

Date

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DocuSigned by:

5AF75E47773B494...
Yash Chaturvedi

November 3, 2021

Date

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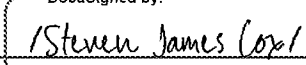
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DocuSigned by:

83CA453E6FAF468...
Steven James Cox

November 3, 2021

Date

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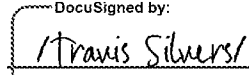
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DocuSigned by:

738C554961F549B...
Travis Silvers

November 17, 2021

Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 17/247,393
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Attorney Docket No. AMZ1P140
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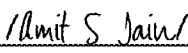
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DocuSigned by:

37D92CAA5E4A4A1...
Amit S Jain

November 3, 2021

Date

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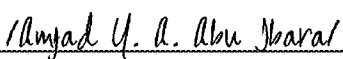
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DocuSigned by:

C572127E223547E...
Amjad Y. A. Abu Jbara

November 5, 2021
Date

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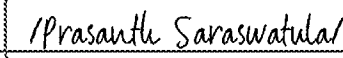
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DocuSigned by:

6CA3FBC587AF434...
Prasanth Saraswatula

November 4, 2021

Date