

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT7375082

|                                                                                                                                                                                                 |                                                  |                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | NEW ASSIGNMENT                                   |                       |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | ASSIGNMENT                                       |                       |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                                                  |                       |
|                                                                                                                                                                                                 | <b>Name</b>                                      | <b>Execution Date</b> |
|                                                                                                                                                                                                 | JACOB W. BECKLEY                                 | 06/09/2022            |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                                                  |                       |
| <b>Name:</b>                                                                                                                                                                                    | VIRTUAL MARKETING INCORPORATED (D/B/A FUSION 92) |                       |
| <b>Street Address:</b>                                                                                                                                                                          | 440 WEST ONTARIO STREET                          |                       |
| <b>City:</b>                                                                                                                                                                                    | CHICAGO                                          |                       |
| <b>State/Country:</b>                                                                                                                                                                           | ILLINOIS                                         |                       |
| <b>Postal Code:</b>                                                                                                                                                                             | 60654                                            |                       |
| <b>PROPERTY NUMBERS Total: 2</b>                                                                                                                                                                |                                                  |                       |
| <b>Property Type</b>                                                                                                                                                                            | <b>Number</b>                                    |                       |
| <b>Application Number:</b>                                                                                                                                                                      | 29704199                                         |                       |
| <b>Patent Number:</b>                                                                                                                                                                           | D858614                                          |                       |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                      |                                                  |                       |
| <b>Fax Number:</b>                                                                                                                                                                              | (312)827-8000                                    |                       |
| <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> |                                                  |                       |
| <b>Phone:</b>                                                                                                                                                                                   | 3123721121                                       |                       |
| <b>Email:</b>                                                                                                                                                                                   | chicago.patents@klgates.com                      |                       |
| <b>Correspondent Name:</b>                                                                                                                                                                      | K&L GATES LLP                                    |                       |
| <b>Address Line 1:</b>                                                                                                                                                                          | PO BOX 1135                                      |                       |
| <b>Address Line 4:</b>                                                                                                                                                                          | CHICAGO, ILLINOIS 60690                          |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                  | 3723836.00033                                    |                       |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                       | BEATA WHITE                                      |                       |
| <b>SIGNATURE:</b>                                                                                                                                                                               | /Beata White/                                    |                       |
| <b>DATE SIGNED:</b>                                                                                                                                                                             | 06/09/2022                                       |                       |
| <b>Total Attachments: 4</b>                                                                                                                                                                     |                                                  |                       |
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| source=Assignment_J_Beckley#page4.tif                                                                                                                                                           |                                                  |                       |

## ASSIGNMENT

WHEREAS, the undersigned, to wit: Matthew Steven Murphy and Jacob W. Beckley (hereinafter "ASSIGNORS"), are the lawful owners of an invention entitled MOBILE HOLOGRAM APPARATUS; for which a patent application in the United States was filed on June 27, 2016 in the United States Patent and Trademark Office having Application Serial No. 29/569,369;

AND WHEREAS, Virtual Marketing Incorporated (d/b/a Fusion 92) (hereinafter "ASSIGNEE"), having its principal office and place of business at 440 West Ontario Street, Chicago, IL 60654, desires to acquire the entire right, title, and interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said ASSIGNORS hereby sell, assign, and transfer to ASSIGNEE and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the above identified application and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said application;

ASSIGNORS hereby agree that said ASSIGNEE may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested at the expense of said ASSIGNEE, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said ASSIGNEE, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said ASSIGNEE, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said ASSIGNEE, its successors, assigns, and legal representatives; and

ASSIGNORS furthermore covenant with said ASSIGNEE, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting

the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

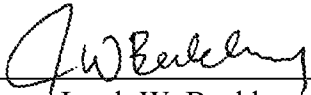
Signature

Date Signed

\_\_\_\_\_  
Name: Matthew Steven Murphy

Address: c/o Virtual Marketing Incorporated  
440 West Ontario Street  
Chicago, IL 60654

Signature

  
\_\_\_\_\_  
Name: Jacob W. Beckley

Date Signed

06/09/2022

Address: c/o Virtual Marketing Incorporated  
440 West Ontario Street  
Chicago, IL 60654