

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT7384483

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MICHAEL RONALD CIESLAK	06/25/2019
ZAHRA FERDOWSI	06/25/2019
JUN HUANG	06/25/2019
MICHAEL DAVID MARR	06/25/2019
JIAYAO YU	06/25/2019
FINN PARNELL	06/25/2019
ALEKSANDR ZHANG	06/25/2019
CHAO PANG	06/25/2019
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:	16453718
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:	4218.803US1
NAME OF SUBMITTER:	MICHELLE RED BEAR
SIGNATURE:	/Michelle Red Bear/

DATE SIGNED:

06/15/2022

Total Attachments: 11

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RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 4218.803US1

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):

Michael Ronald Cieslak, Zahra Ferdowsi, Jun Huang,
Michael David Marr, Jiayao Yu, Finn Parnell, Aleksandr
Zhang, Chao Pang

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

[] Yes [X] No

3. Nature of conveyance:

[X] Assignment [] Merger
[] Security Agreement [] Change of Name
[] Other

Execution Date: June 25, 2019, June 25, 2019, June 25,
2019, June 25, 2019, June 25, 2019, June 25, 2019, June
25, 2019, June 25, 2019

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
[X] 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)

Serial No. 16/453,718

B. Patent No.(s)

Additional numbers attached? [] Yes [X] No

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

Name: Trevor E. Lind

Address:

Swegman 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

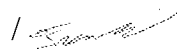
DO NOT USE THIS SPACE

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.

Trevor E. Lind/Reg. No. 54,785

Name of Person Signing



Signature

Jun 15, 2022

Date

Total number of pages including cover sheet: 11

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

PATENT
REEL: 060212 FRAME: 0332

ASSIGNMENT

WHEREAS, Michael Ronald Cieslak, Zahra Ferdowsi, Jun Huang, Michael David Marr, Jiayao Yu, Finn Parnell, Aleksandr Zhang and Chao Pang (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 June 26, 2019, assigned US application serial number 16/453,718, and titled AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM.

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: Michael Ronald Cieslak et al.

Title: AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM

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Docket No: 4218.803US1
Client Ref. No. P01130-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: Michael Ronald Cieslak et al.

Title: AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM

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Docket No: 4218.803US1

Client Ref. No. P01130-US1

Assignor:

(Signature): / Michael Ronald Cieslak /

Name: **Michael Ronald Cieslak**

City/State or Country: **Los Angeles, CA**

Date: 6/25/2019

Assignment

Assignors: Michael Ronald Cieslak et al.

Title: AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM

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Docket No: 4218.803US1

Client Ref. No. P01130-US1

Assignor:

(Signature): / Zahra Ferdowsi /

Name: Zahra Ferdowsi

City/State or Country: Marina del Rey, CA

Date: 6/25/2019

Assignment

Assignors: Michael Ronald Cieslak et al.

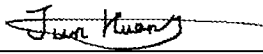
Title: AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM

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Docket No: 4218.803US1

Client Ref. No. P01130-US1

Assignor:

(Signature): /  /

Name: Jun Huang

City/State or Country: Beverly Hills, CA

Date: 6/25/2019

Assignment

Assignors: Michael Ronald Cieslak et al.

Title: AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM

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Docket No: 4218.803US1

Client Ref. No. P01130-US1

Assignor:

(Signature): / Michael David Marr /

Name: **Michael David Marr**

City/State or Country: **Monroe, WA**

Date: 6/25/2019

Assignment

Assignors: Michael Ronald Cieslak et al.

Title: AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM

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Docket No: 4218.803US1
Client Ref. No. P01130-US1

Assignor:

(Signature): / *Jiayao Yu* /

Name: **Jiayao Yu**

City/State or Country: **Venice, CA**

Date: 6/25/2019

Assignment

Assignors: Michael Ronald Cieslak et al.

Title: AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM

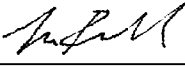
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Docket No: 4218.803US1

Client Ref. No. P01130-US1

Assignor:

(Signature):

/  /

Name: **Finn Parnell**

City/State or Country: **Los Angeles, CA**

Date:

6/25/2019

Assignment

Assignors: Michael Ronald Cieslak et al.

Title: AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM

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Docket No: 4218.803US1
Client Ref. No. P01130-US1

Assignor:

(Signature): / Aleksandr Zhang /

Name: **Aleksandr Zhang**

City/State or Country: **Seattle, WA**

Date: 6/25/2019

Assignment

Assignors: Michael Ronald Cieslak et al.

Title: AUDIENCE-BASED CONTENT OPTIMIZATION IN A MESSAGING SYSTEM

Page 10 of 10

Docket No: 4218.803US1

Client Ref. No. P01130-US1

Assignor:

(Signature): / Chao Pang /

Name: Chao Pang

City/State or Country: Marina Del Rey, CA

Date: 6/25/2019