

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT7612493

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SOFIANE HADJI	10/25/2022
CHARLIE NATOLI	10/26/2022
VINICIUS AURICHIO	10/25/2022
GAL KORCIA	10/26/2022
ANDREW PILIERO	10/25/2022
DEVIN PATEL	10/25/2022
RECEIVING PARTY DATA	
Name:	KLAVIYO INC.
Street Address:	125 SUMMER ST., FLOOR 6
City:	BOSTON
State/Country:	MASSACHUSETTS
Postal Code:	02111
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17974530
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:	14086103099
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Correspondent Name:	PLATINUM INTELLECTUAL PROPERTY LLP
Address Line 1:	3031 TISCH WAY, STE 110 PW
Address Line 4:	SAN JOSE, UNITED STATES 95128
ATTORNEY DOCKET NUMBER:	KLAVIYO-1015
NAME OF SUBMITTER:	HELEN STONE
SIGNATURE:	/Helen Stone/
DATE SIGNED:	10/27/2022
This document serves as an Oath/Declaration (37 CFR 1.63).	

Total Attachments: 3

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COMBINED ASSIGNMENT/DECLARATION (37 CFR 1.63)

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Klaviyo, Inc. a Delaware corporation having a place of business at 125 Summer St., Floor 6, Boston MA 02111 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional application filed under 35 U.S.C. § 111(b), non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"): Application No. 17/974,530, entitled "METHOD AND SYSTEM FOR EXEMPLARY CAMPAIGN MESSAGE MANAGEMENT", filed on October 27, 2022.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Title: METHOD AND SYSTEM FOR EXEMPLARY CAMPAIGN MESSAGE MANAGEMENT

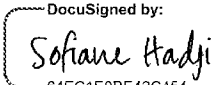
This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

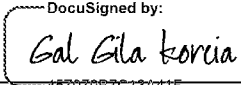
**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION
USING AN APPLICATION DATA SHEET (37 CFR 1.76)**

By signing below, INVENTOR further attests to the following:

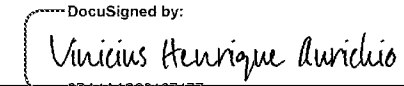
- The APPLICATION was made or authorized to be made by INVENTOR.
- INVENTOR believes that INVENTOR is the original inventor or an original joint inventor of a claimed invention in the APPLICATION.
- INVENTOR acknowledges the duty to disclose to the United States Patent and Trademark Office all information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56, which for a continuation-in-part includes information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56 that became available between the filing date of the prior patent application and the National or PCT filing date of the continuation-in-part application.

INVENTOR hereby acknowledges that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

1. **Inventor Signature:**  **Date:** 10/25/2022
DocuSigned by:
Sofiane Hadji
64EC1E0BE42C464...

2. **Inventor Signature:**  **Date:** 10/26/2022
DocuSigned by:
Gal Korcia
437070B7C13A41F...

3. **Inventor Signature:**  **Date:** 10/26/2022
DocuSigned by:
Charlie Natoli
EDFC10DFBF4A427...

4. **Inventor Signature:**  **Date:** 10/25/2022
DocuSigned by:
Vinicius Aurichio
0BA1A1C08107477...

Title: METHOD AND SYSTEM FOR EXEMPLARY CAMPAIGN MESSAGE MANAGEMENT

DocuSigned by:
Andrew Piliero
1E401F7552CC4AD...
5. **Inventor Signature:** _____ **Date:** 10/25/2022
Andrew Piliero

DocuSigned by:
Devin Patel
B5EAE8B26A9A425...
6. **Inventor Signature:** _____ **Date:** 10/25/2022
Devin Patel
