

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
UIPCO, LLC	10/31/2022
RECEIVING PARTY DATA	
Name:	UNITED SERVICES AUTOMOBILE ASSOCIATION (USAA)
Street Address:	9800 FREDERICKSBURG ROAD
City:	SAN ANTONIO
State/Country:	TEXAS
Postal Code:	78288
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15724484
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<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:	+1 (212) 641-2318
Email:	apsi@fr.com
Correspondent Name:	KIM T. BUI
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	38781-0375001 US-1321.01
NAME OF SUBMITTER:	VERONICA JUAREZ
SIGNATURE:	/Veronica Juarez/
DATE SIGNED:	11/01/2022
Total Attachments: 2	
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source=US-1321.01 Executed Assignment UIPCO to USAA#page2.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) Richmond E. Meier, Charles Holbrook Moore and Douglas Michael Mowen
Applicant UIPCO, LLC
USAA’s Docket No. US-1321.01
USPTO Application Serial No. 15/724,484
Title: MEDIA EFFECTIVENESS

ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor:
UIPCO, LLC
9800 Fredericksburg Road
San Antonio, Texas 78288

Assignee:
United Services Automobile Association (USAA)
Reciprocal Interinsurance Exchange in the State of Texas
9800 Fredericksburg Road
San Antonio, Texas 78288

ASSIGNMENT AGREEMENT

WHEREAS, ASSIGNOR is the owner of all right, title and interest to the invention and the Patent entitled “MEDIA EFFECTIVENESS”, as described and claimed in the U.S. Application Serial No. 15/724,484 and referenced above;

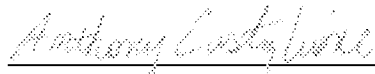
WHEREAS, USAA, a Texas limited liability company (hereinafter referred to as ASSIGNEE), having a place of business at 9800 Fredericksburg Road, San Antonio, Texas 78288, is desirous of acquiring the entire right, title and interest in and to the claimed invention(s) of the above-referenced application and any letters patent that has been or may be granted therefore 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 hereby sells, assigns, and transfers unto ASSIGNEE, the entire right, title and interest in and to the claimed invention(s) of the above-referenced application and any letters patent that has been or may be granted therefore in the United States and in any and all foreign countries (hereinafter referred to as the Assigned Patent Rights), 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 had this assignment, transfer, and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE.

For the avoidance of doubt, ASSIGNOR hereby irrevocably assigns, transfers, conveys, and delivers to ASSIGNEE all rights to sue or to bring any action or to assert any claim, whether at law or in equity, against any person or entity relating to any of the Assigned Patent Rights, including without limitation for past, present, or future infringement, misappropriation, or other unauthorized use of any of the Assigned Patent Rights, to obtain injunctive relief, and to recover or collect royalties, damages, and profits, including without limitation for such past, present or future infringement, misappropriation, or unauthorized use of any of the Assigned Patent Rights. By specifically enumerating certain rights of enforcement in this paragraph, the ASSIGNOR and ASSIGNEE do not intend for this paragraph to be interpreted to suggest any limitation upon the scope of rights transferred by virtue of this Assignment.

This Assignment is governed by and shall be construed in accordance with the laws of Texas.

On Behalf of Assignor, UIPCO, LLC



Anthony Castiglione
ED, Intellectual Property

10/31/2022

Date of Signature