

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT7871671

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BRUCE CLAY	03/27/2023
RECEIVING PARTY DATA	
Name:	BRUCE CLAY, INC.
Street Address:	2245 FIRST STREET, SUITE 101
City:	SIMI VALLEY
State/Country:	CALIFORNIA
Postal Code:	93065
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	10698961
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>	
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Address Line 4:	CLAYTON, MISSOURI 63105
NAME OF SUBMITTER:	FIDEL NWAMU
SIGNATURE:	/Fidel Nwamu/
DATE SIGNED:	03/29/2023
Total Attachments: 1	
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SUPPLEMENTAL ASSIGNMENT

WHEREAS, I, Bruce Clay having invented, developed, and/or having or having had rights in the invention(s) (hereinafter "Invention") disclosed in a United States patent application entitled: SEARCH ENGINE PARAMETER OPTIMIZATION filed on 2018-05-08 and accorded Application No. 15/974,593 (the "Application"), now issued as U.S. Patent No. 10,698,961 (the "'961 Patent");

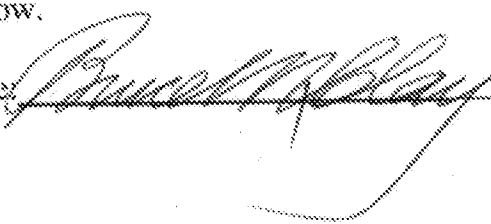
WHEREAS, Bruce Clay, Inc., is a corporation organized under the laws of the United States of America and the State of California and having a place of business at 2245 First Street, Suite 101, Simi Valley, CA 93065 (hereinafter "Assignee");

WHEREAS I previously executed an assignment on or about March 10, 2023 (the "Assignment"), in which I assigned to Bruce Clay, Inc. my entire right, title and interest, worldwide, in and to the Invention and the Application, and all patents and applications, worldwide, claiming priority to and/or benefit of, directly or indirectly, or based in whole or in part on, said Application and/or said Invention, including continuations, continuations-in-part, divisionals, reissues, reexaminations, renewals, substitutes, and extensions thereof, and any international and regional applications, based in whole or in part on any of the aforesaid applications or in whole or in part on said Invention, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all utility-model registrations, inventor's certificates, and the like heretofore or hereafter filed, worldwide, for the Invention, and in and to any and all patents (including all extensions, renewals, reexaminations and reissues thereof), worldwide, which have been or may be granted on any of the aforesaid applications or on said Invention or any parts thereof; and

WHEREAS the Assignment did not specifically provide for the transfer and assignment of the right to sue for damages for infringements of the '961 Patent that occurred prior to its date of execution, namely, March 10, 2023.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and to the extent not already assigned and transferred by the Assignment, I hereby assign and transfer to Bruce Clay Inc., any and all claims and causes of action with respect the '961 Patent accruing before, as well as on or after, the date of the Assignment, including all rights to and claims for damages and all other available remedies, for past, as well as present and future, infringement of said patent, with the right but no obligation to sue for such relief and to collect, or otherwise recover, any such damages.

IN WITNESS WHEREOF, I have executed this Supplemental Assignment as of the date set forth below.

Signature: 

Date: 3/27/2023

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