PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT7881971

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
CHAOQUN ZOU	03/01/2023
GAUTAM CHOPRA	04/03/2023
CHRIS VITAS	03/02/2023
MANSI ASHVIN DESAI	03/30/2023
SEAN JANIS	03/23/2023
EDWIN VINCENT	03/01/2023
TIANGONG YOU	03/01/2023
ANKIT DEVANI	03/01/2023
GEORGE LU	03/06/2023
ISAIAH SIMON	03/02/2023
KAVIT MARAL MEHTA	03/23/2023
SEAN DUNNING	03/06/2023
JAY KIRIT RAVAL	03/01/2023

RECEIVING PARTY DATA

Name:	AMAZON TECHNOLOGIES, INC.
Street Address:	PO BOX 81226
City:	SEATTLE
State/Country:	WASHINGTON
Postal Code:	98108-1226

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	17214317

CORRESPONDENCE DATA

Fax Number:

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.

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Correspondent Name: KILPATRICK TOWNSEND & STOCKTON LLP / AMAZ

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Address Line 2: SUITE 2800

PATENT

507834833 REEL: 063209 FRAME: 0677

Address Line 4: AT	LANTA, GEORGIA 30309
ATTORNEY DOCKET NUMBER:	090204-1238764 (150700US)
NAME OF SUBMITTER:	CASSANDRE BANEL
SIGNATURE:	/Cassandre Banel/
DATE SIGNED:	04/03/2023
	This document serves as an Oath/Declaration (37 CFR 1.63).

Total Attachments: 17

source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page1.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page2.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page3.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page4.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page5.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page6.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page7.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page8.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page9.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page10.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page11.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page12.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page13.tif source=2023-04-03_P73610-US01_090204-1238764-150700US_ASSGN#page14.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page15.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page16.tif source=2023-04-03 P73610-US01 090204-1238764-150700US ASSGN#page17.tif

> PATENT REEL: 063209 FRAME: 0678

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

Attorney Docket No. 090204-1238764 (150700US)

Client Docket No. P73610-US01

PARTIES TO THE ASSIGNMENT

Assignor(s):

Chaoqun Zou 410 Terry Avenue North Seattle, WA 98109-5210

Gautam Chopra 410 Terry Avenue North Seattle, WA 98109-5210

Chris Vitas 410 Terry Avenue North Seattle, WA 98109-5210

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Sean Janis 410 Terry Avenue North Seattle, WA 98109-5210

Edwin Vincent 410 Terry Avenue North Seattle, WA 98109-5210

Tiangong You 410 Terry Avenue North Seattle, WA 98109-5210

Ankit Devani 410 Terry Avenue North Seattle, WA 98109-5210

George Lu 410 Terry Avenue North Seattle, WA 98109-5210

Isaiah Simon 410 Terry Avenue North Seattle, WA 98109-5210

Page 1 of 17

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021 Attorney Docket No. 090204-1238764 (150700US)

Client Docket No. P73610-US01

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP

Kavit Maral Mehta 410 Terry Avenue North Seattle, WA 98109-5210

Sean Dunning 410 Terry Avenue North Seattle, WA 98109-5210

Jay Kirit Raval 410 Terry Avenue North Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc. PO Box 81226 Seattle, WA 98108-1226

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled "TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP" (Invention) for which a non-provisional application for United States Letters Patent (Application):

was filed on 26 Mar 2021 and accorded U.S. Application No. 17/214,317; or
will be filed concurrently with the submission of this executed PATENT ASSIGNMEN
for recordation. ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S lega
representatives, of Kilpatrick Townsend & Stockton LLP, associated with Custome
No. 107508, to insert in the header above and here in parentheses (U.S. Pater
Application No, filed) this application's U.S. applicatio
number and filing date, when known.

WHEREAS, ASSIGNEE, a corporation of the State of Nevada, is desirous of acquiring the entire right, title and interest in and to the Invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries.

Page 2 of 17

U.S. Patent Appln. No. 17/214,317

Filing Date 26 Mar 2021

Attorney Docket No. 090204-1238764 (150700US)

Client Docket No. P73610-US01

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of

which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its

successors and assigns, the entire right, title and interest in and to said Invention and any

improvements thereto, said Application and any and all letters patent which may be granted for

said Invention in the United States of America and its territorial possessions and in any and all

foreign countries, and in any and all provisional, divisions, reissues, re-examinations and

continuations thereof, including the right to file foreign applications directly in the name of

ASSIGNEE and to claim priority rights deriving from said Application to which said foreign

applications are entitled by virtue of international convention, treaty or otherwise, said

Invention, Application and all letters patent on said Invention 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(S) had

this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request

the Commissioner of Patents and Trademarks, as well as all other applicable patent offices

throughout the world, to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S)

agree to execute all instruments and documents required for the making and prosecution of

applications for United States and foreign letters patent on said Invention, for litigation

regarding said letters patent, or for the purpose of protecting title to said Invention or letters

patent therefor.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its

successors, legal representatives, and assigns all claims for damages and all remedies arising out

of any violation of the rights assigned hereby that may have accrued prior to the date of

assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue

Page 3 of 17

PATENT

U.S. Patent Appln. No. 17/214,317

Filing Date 26 Mar 2021

Attorney Docket No. 090204-1238764 (150700US)

Client Docket No. P73610-US01

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP

for, collect, and retain damages for past infringements of said letters patent before or after

issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will

communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to

ASSIGNOR respecting the Invention or said Application, and testify in any legal proceeding, assist

in the preparation of any other patent property relating to the Application and the Invention or

any improvements made thereto, sign/execute all lawful papers, provide all requested

documents, execute and make all rightful oaths and/or declarations in connection with the

Application and the Invention including any improvements made thereto, any patent

applications filed therefrom, and any continuing application filed from any of the

aforementioned applications, and generally do everything possible to aid ASSIGNEE, its

successors, legal representatives and assigns, to obtain and enforce proper patent protection for

the Invention in all countries. These provisions are binding upon ASSIGNOR's heirs, legal

representatives, administrators, and assigns.

Page 4 of 17

PATENT **REEL: 063209 FRAME: 0682**

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP
DECLARATION As a below named inventor, I hereby declare that:
This declaration is directed to:
the attached application; or
☑ United States Patent Application number 17/214,317 filed on 26 Mar 2021; or
PCT International Application number filed on
The above-identified application was made or authorized to be made by me.
I believe that I am the original inventor or an original joint inventor of a claimed Invention in the
application.
I have reviewed and understand the contents of the above-identified application, and
acknowledge the duty to disclose to the US Patent & Trademark Office all information known to
me to be material to the patentability as defined in 37 CFR 1.56.
I hereby acknowledge that any willful false statement made in this declaration is punishable
under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.
DocuSigned by: // Loopur Low
March 1, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP
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I hereby acknowledge that any willful false statement made in this declaration is punishable under
18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.
Gala Off
8C63949A0CDE495
Gautam Chopra
April 3, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP
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I hereby acknowledge that any willful false statement made in this declaration is punishable under
18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.
DocuSigned by:
/Chris Vitas/
Chris Vitas
March 2, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP
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18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.
DocuSigned by:
Mansi Ashvin Desai/
Mansi Ashvin Desai
March 30, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

Attorney Docket No. 090204-1238764 (150700US) Client Docket No. P73610-US01

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP

Title of invention: Technique to EMPHASIZE STOKE BRAINDING IN THE MOLTI-STOKE APP
DECLARATION As a below named inventor, I hereby declare that:
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18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.
DocuSigned by:
/Sean Janis/ 0e1cF33445DC4DC
Sean Janis
March 23, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP
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18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.
DocuSigned by: / Edwin Vincent/ Edwin Vincent
March 1, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

Title of Invention: TECHNIQUE TO EMPHASIZE STORE BRANDING IN THE MULTI-STORE APP
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DocuSigned by:
/tiangong yow
Tiangong You
March 1, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

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DocuSigned by: // Lukit Devani/ E180600E33514DA Ankit Devani
March 1, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

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16 636 1661 by fine of imprisonment of floct more than five (5) years, or both.
George Lu
March 6, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

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promisioned by:
/Isaiale Simon/
Naiah Simon
March 2, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

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Docusigned by: /kzavit Maral Melita/E48BF4F67AD5401
Kavit Maral Mehta
March 23, 2023
 Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

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Scan Dunning
March 6, 2023
Date

U.S. Patent Appln. No. 17/214,317 Filing Date 26 Mar 2021

Attorney Docket No. 090204-1238764 (150700US) Client Docket No. P73610-US01

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DocuSigned by: / Jay kurit Raval/ BB3CA2F63972483 Jay Kirit Raval
March 1, 2023
Date

Page 17 of 17

PATENT REEL: 063209 FRAME: 0695

RECORDED: 04/03/2023