

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7932663

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
CAITLIN HALL	01/10/2017
PRIYA RAJENDRAN	01/10/2017
WESTLEY M. STRINGFELLOW	01/01/2017

RECEIVING PARTY DATA

Name:	TARGET BRANDS, INC.
Street Address:	1000 NICOLLET MALL
City:	MINNEAPOLIS
State/Country:	MINNESOTA
Postal Code:	55403

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	17745318

CORRESPONDENCE DATA

Fax Number: (612)333-6798

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.

Phone: 6123332111

Email: Patent-MI@btlaw.com

Correspondent Name: BARNES & THORNBURG LLP

Address Line 1: 225 SOUTH SIXTH STREET, SUITE 2800

Address Line 4: MINNEAPOLIS, MINNESOTA 55402-4662

ATTORNEY DOCKET NUMBER:	202202099 / 68667-386995
NAME OF SUBMITTER:	JOHN GUSTAV-WRATHALL
SIGNATURE:	/john gustav-wrathall/
DATE SIGNED:	05/02/2023

Total Attachments: 16

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ASSIGNMENT

For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CAITLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of patent applications that name us as inventors, are both titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR TRACKING CONTENT ENGAGEMENT," and were filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,091 and on January 12, 2017 as application 62/445,538 (the "Applications"). We authorized the insertion of the filing date and application number for the second application.

This Assignment assigns (a) the Applications and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

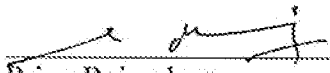
We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.

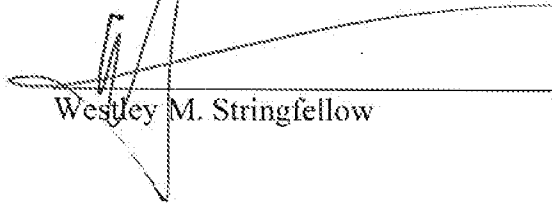
We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.


Caitlin Hall

DATE: 1/10/17


Priya Rajendran

DATE: 01/10/17


Wesley M. Stringfellow

DATE: 01/11/17

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ASSIGNMENT

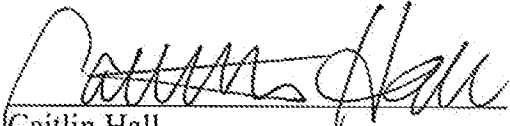
For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, CAITLIN HALL, PRIYA RAJENDRAN, and WESTLEY M. STRINGFELLOW, each individually assign to TARGET BRANDS, INC., a corporation formed under the laws of Minnesota and having a principal place of business at 1000 Nicollet Mall, Minneapolis, MN 55403, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the subject matter (the "Subject Matter") of patent applications that name us as inventors, are both titled "GRAPHICAL USER INTERFACES AND SYSTEMS FOR MONITORING AND MANAGING ACTIVITY," and were filed in the United States Patent and Trademark Office on November 1, 2016, as application 62/416,070 and on January 12, 2017 as application 62/445,531 (the "Applications"). We authorized the insertion of the filing date and application number for the second application.

This Assignment assigns (a) the Applications and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

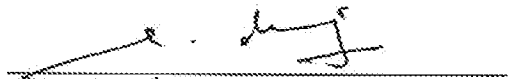
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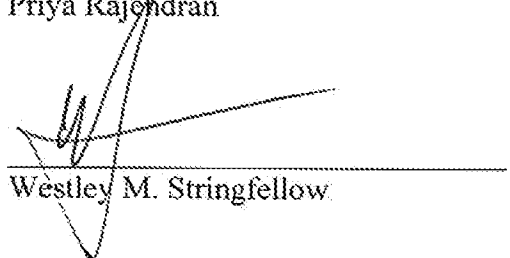
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Caitlin Hall

DATE: 1/10/17


Priya Rajendran

DATE: 01/10/17


Westley M. Stringfellow

DATE: 01/10/17

61395384.doc

ASSIGNMENT


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This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

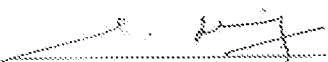
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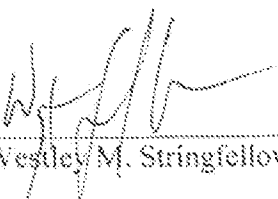
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Carlin Hall

DATE: 10/21/16


Priya Rajendran

DATE: 10/21/16


Westley M. Stringfellow

DATE: 10/13/16

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ASSIGNMENT

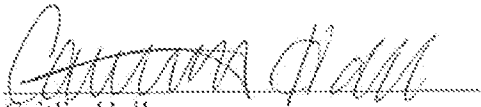
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This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

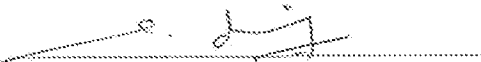
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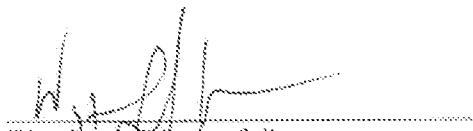
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Caitlin Hall

DATE: 12/21/16


Priya Rajendran

DATE: 12/21/16


Westley M. Stringfellow

DATE: 10/13/16

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ASSIGNMENT

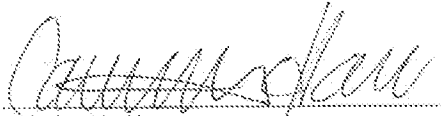
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This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

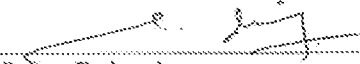
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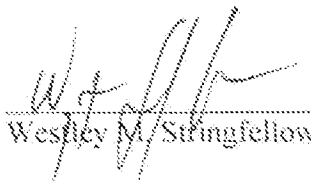
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Caitlin Hall

DATE: 10/21/16


Priya Rajendran

DATE: 10/21/16


Wesley M. Stringfellow

DATE: 10/13/16

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ASSIGNMENT

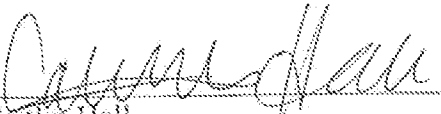
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This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

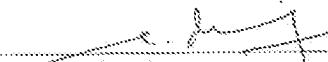
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Caitlin Hall

DATE: 10/21/16


Priya Rajendran

DATE: 10/21/16


Wesley M. Stringfellow

DATE: 10/13/16

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ASSIGNMENT

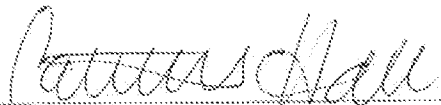
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This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

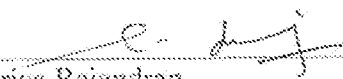
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Caitlin Hall

DATE: 10/21/16


Priya Rajendran

DATE: 10/21/16


Wesley M. Stringfellow

DATE: 10/13/16

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ASSIGNMENT

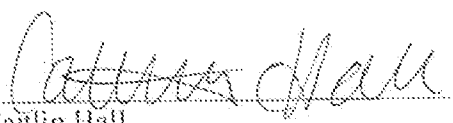
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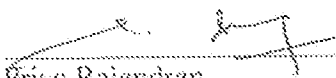
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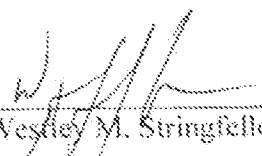
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Wesley M. Stringfellow

DATE: 10/13/16

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