

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT8056680

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT		
CONVEYING PARTY DATA			
	Name	Execution Date	
	KUNAL GHOSH	07/04/2022	
	SHWETA BARANWAL	07/04/2022	
	VENKATARAMANA BANTWAL KINI	08/12/2022	
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:	17886691	
CORRESPONDENCE DATA			
Fax Number:	(612)332-9081		
<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:	16123325300		
Email:	dchamberlin@merchantgould.com		
Correspondent Name:	ANDREW J. LAGATTA		
Address Line 1:	TARGET BRANDS, INC.		
Address Line 2:	1000 NICOLLET MALL		
Address Line 4:	MINNEAPOLIS, MINNESOTA 55403		
ATTORNEY DOCKET NUMBER:	202103795/16386.0467US01		
NAME OF SUBMITTER:	ANDREW J. LAGATTA		
SIGNATURE:	/Andrew J. Lagatta/		
DATE SIGNED:	07/13/2023		
Total Attachments: 3			
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source=Assignment-FullyExecuted--202103795-16386-0467US01#page3.tif			

ASSIGNMENT

WHEREAS, WE, Kunal Ghosh, Shweta Baranwal, and Venkataramana Bantwal Kini, made certain new and useful inventions and improvements for which we filed an application with the United States Patent and Trademark Office on EVEN DATE HEREWITH, which is entitled **INCREMENTAL SALES MODELING USING PROXY CAMPAIGNS**.


The undersigned hereby authorizes and requests Assignee's legal representatives of Merchant & Gould P.C., who are associated with Customer No. 103125, to insert herein in parenthesis (U.S. Patent Application Serial No. 17/886,691, filed on August 12, 2022) this application's serial number and filing date when known.

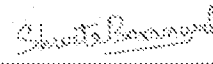
AND WHEREAS, Target Brands, Inc., a corporation organized and existing under and by virtue of the laws of the State of Minnesota, and having an office and place of business at 1000 Nicollet Mall, Minneapolis, MN 55403 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and the right(s) to claim priority thereto, and in and to the application, all patent applications based upon said application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

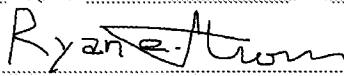
AND, furthermore we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 04th day of July, 2022.

Kunal Ghosh (Inventor)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 04th day of July, 2022.

Shweta Baranwal (Inventor)

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 20____.
Venkataramana Bantwal Kini (Inventor)

Read and approved this 12th day of August, 2022 by:


Ryan E. Strom
Director Counsel & Authorized Signatory
Target Brands, Inc.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 20____.

Kunal Ghosh (Inventor)

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 20____.

Shweta Baranwal (Inventor)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 12 day of _____, 2022.

August

Venkataramana Rantwal Kini (Inventor)

Read and approved this _____ day of _____, 20____ by _____

Ryan E. Strum
Director Counsel & Authorized Signatory
Target Brands, Inc.