

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT8201162

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PETER GERARD LANCASTER	11/13/2020
RECEIVING PARTY DATA	
Name:	BRANDACTIF LTD.
Street Address:	HAYFIELD BARN
Internal Address:	GRAYSTON PLAIN LANE
City:	HAMPSTHWAITE
State/Country:	UNITED KINGDOM
Postal Code:	HG3 2HS
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	18376119
CORRESPONDENCE DATA	
Fax Number:	(650)213-4625
<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:	6508121307
Email:	tlohse@manatt.com
Correspondent Name:	TIMOTHY W. LOHSE
Address Line 1:	203 REDWOOD SHORES PKWY, SUITE 405
Address Line 2:	MANATT PHELPS & PHILLIPS LLP
Address Line 4:	REDWOOD CITY, UNITED STATES 94065
ATTORNEY DOCKET NUMBER:	68290-044-2
NAME OF SUBMITTER:	TIMOTHY W. LOHSE
SIGNATURE:	/Timothy W. Lohse/
DATE SIGNED:	10/03/2023
Total Attachments: 2	
source=Brandactif_044_2_CON_991118_ASSIGNMENT_Digital_Marketing#page1.tif	
source=Brandactif_044_2_CON_991118_ASSIGNMENT_Digital_Marketing#page2.tif	

ASSIGNMENT

WHEREAS, Peter Gerard Lancaster made certain inventions or discoveries (or both) set forth in an Application for Letters Patent of the United States of America entitled

METHOD AND SYSTEM FOR DIGITAL MARKETING AND THE PROVISION OF DIGITAL CONTENT

_____ issued as U.S. Patent No. _____
 _____ filed as Provisional Serial No. _____ on _____
 filed as Serial No. 16/865,109 on May 1, 2020
 _____ filed herewith

WHEREAS, BrandActif Ltd., a corporation whose address is Rowan House, Back Lane, Easingwold, OT Y0613BG, Great Britain and who, together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the entire right, title and interest together with the benefits and privileges hereinafter recited;

NOW, THEREFORE, for valuable consideration furnished by Assignee to me, receipt and sufficiency of which I hereby acknowledge, effective as of the date signed, I hereby, without reservation;

1. Assign, transfer and convey to Assignee the entire right, title and interest together with the benefits and privileges in and to said inventions and discoveries, said Application for Letters Patent or similar forms of protection of the United States of America, and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said application, and any and all Letters Patent, reissues and extensions of Letters Patent or similar forms of protection granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent, including all rights to said inventions, discoveries and said Patents and applications as fully and entirely as the same would have been held and enjoyed by me if this Agreement had not been made, including all claims for damages and/or injunction by reason of past and present infringement and including the collection and retention of such damages for the use and enjoyment of Assignee and its successors and assigns;

2. Authorize Assignee to file patent applications in any or all countries or groups of countries on any or all of said inventions and discoveries in my name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or any other relevant convention or treaty or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein, or otherwise as Assignee may direct;

4. Warrant that I have not knowingly conveyed to others any rights in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell

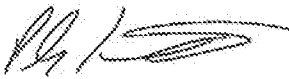
anything embodying or utilizing any of said inventions or discoveries; and that I have good right to assign the same to Assignee without encumbrance;

5. Bind my heirs, legal representatives and assigns, as well as myself, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to me or them, all acts reasonable serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by me, my heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to me relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in my control or in the control of my heirs, legal representatives or assigns which may be useful for establishing any facts of my conceptions, disclosures, and reduction to practice of said inventions or discoveries.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

IN WITNESS WHEREOF:

signature: 		11/13/2020
Peter Gerard Lancaster		Date

State of _____)

County of _____)

On _____ before me _____, personally appeared Peter Gerard Lancaster who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under the PENALTY OF PERJURY under the laws of the State of _____ that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature _____

(Seal)