

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Joseph Epperson</td><td>08/30/2010</td></tr><tr><td>Kurt Carlson</td><td>08/31/2010</td></tr><tr><td>Christopher Farmer</td><td>08/31/2010</td></tr><tr><td>Robert Gonzalez</td><td>08/31/2010</td></tr><tr><td>Mark Lowe</td><td>08/30/2010</td></tr></tbody></table>		Name	Execution Date	Joseph Epperson	08/30/2010	Kurt Carlson	08/31/2010	Christopher Farmer	08/31/2010	Robert Gonzalez	08/31/2010	Mark Lowe	08/30/2010
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RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>MaxPoint Interactive, Inc.</td></tr><tr><td>Street Address:</td><td>351 Wellesley Trade Lane</td></tr><tr><td>Internal Address:</td><td>Suite 210</td></tr><tr><td>City:</td><td>Cary</td></tr><tr><td>State/Country:</td><td>NORTH CAROLINA</td></tr><tr><td>Postal Code:</td><td>27519</td></tr></table>		Name:	MaxPoint Interactive, Inc.	Street Address:	351 Wellesley Trade Lane	Internal Address:	Suite 210	City:	Cary	State/Country:	NORTH CAROLINA	Postal Code:	27519
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
Fax Number: (949)567-6701 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone: 949-567-6700													
Email: IPPROSECUTION@ORRICK.COM													
Correspondent Name: ORRICK, HERRINGTON & SUTCLIFFE, LLP IP P													
Address Line 1: 4 PARK PLAZA													
Address Line 2: SUITE 1600													
Address Line 4: IRVINE, CALIFORNIA 92614-2558													
ATTORNEY DOCKET NUMBER:	24305-4002												

501277946

PATENT
REEL: 024918 FRAME: 0766

CH \$40.00 12869271

NAME OF SUBMITTER:

Sanjeet K. Dutta

Total Attachments: 7

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A S S I G N M E N T

WHEREAS, We, Joseph Epperson, a citizen of The United States of America, residing at 708 Antrim Meadow Lane, Cary, North Carolina 27519; Kurt Carlson, a citizen of The United States of America, residing at 2609 Twin Oaks Drive, Austin, Texas, 78757, Christopher Farmer, a citizen of The United States of America, residing at 13202 Darwin Lane, Austin, Texas, 78729, Robert Gonzalez, a citizen of The United States of America, residing at 15900 Braesgate Drive, Austin Texas, 78717, and Mark Lowe, a citizen of The United States of America, residing at 1200 Wind River Parkway #1234, North Carolina 27560 (hereinafter referred to as "ASSIGNORS" for which a utility application entitled A SYSTEM FOR IMPROVING SHAPE-BASED TARGETING BY USING INTEREST LEVEL DATA was filed on August 20, 2010 and assigned Serial No. 12/869,271 and;

WHEREAS, MaxPoint Interactive, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware and having its principal place of business at 351 Wellesley Trade Lane, Suite 210, Cary NC 27519 (hereafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefore in the United States of America, its territorial possessions and in any and all countries foreign thereto.

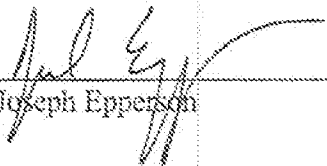
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign, transfer and set over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said

application, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention; and ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent or any legal equivalent thereof to said ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement;

ASSIGNORS further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNORS and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

WITNESS my hand at Cary, North Carolina, this 30 day of August, 2010



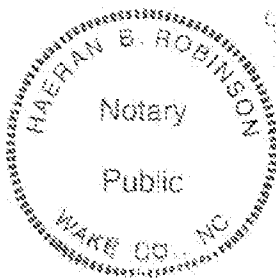
Joseph Epperson

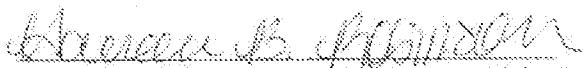
STATE OF NORTH CAROLINA)
) ss
COUNTY OF Wake)

On 08/30/2010 before me, HAERAN B. ROBINSON, personally appeared Joseph Epperson, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under Penalty of Perjury under the laws of the State of North Carolina that the foregoing paragraph is true and correct

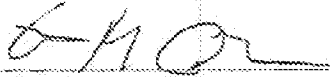
WITNESS my hand and official seal.





Notary Public in and for said County and State
Comexp 05/06/2011

WITNESS my hand at Austin, Texas, this 31 day of Aug, 2010

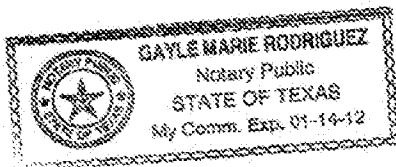

Kurt Carlson

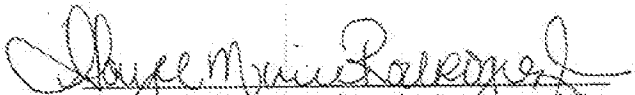
STATE OF TEXAS)
) ss
COUNTY OF Travis)

On August 31st 2010 before me, Gayle M. Rodriguez, personally appeared Kurt Carlson, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

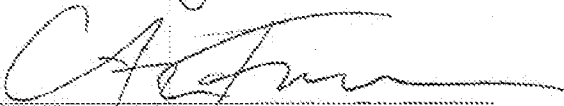
I certify under Penalty of Perjury under the laws of the State of Texas that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.




Notary Public in and for said County and State

WITNESS my hand at Austin, Texas, this 31 day of August, 2010

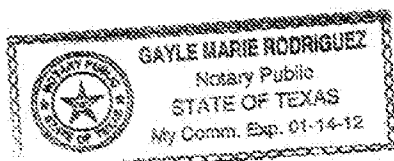

Christopher Farmer

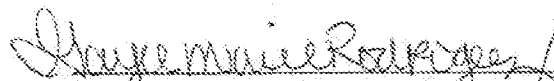
STATE OF TEXAS)
) ss
COUNTY OF TRAVIS)

On August 31, 2010 before me, Gayle M. Rodriguez personally appeared Christopher Farmer, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under Penalty of Perjury under the laws of the State of Texas that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.




Notary Public in and for said County and State

WITNESS my hand at Austin, Texas, this 31 day of August, 2010

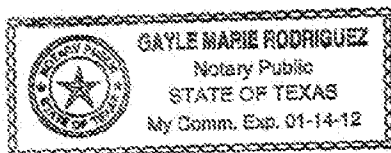
[Signature]
Robert Gonzalez

STATE OF TEXAS)
COUNTY OF TRAVIS) ss

On AUGUST 31st 2010 before me, Gayle M. Rodriguez personally appeared Robert Gonzalez, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

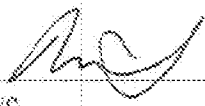
I certify under Penalty of Perjury under the laws of the State of Texas that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Gayle Marie Rodriguez
Notary Public in and for said County and State

WITNESS my hand at Morrisville, North Carolina, this 30th day of August, 2010

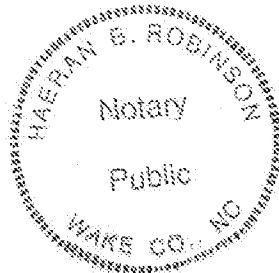

Mark Lowe

STATE OF NORTH CAROLINA)
) ss
COUNTY OF Wake)

On 08/30/2010 before me, Maureen B. Robinson, personally appeared Mark Lowe, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under Penalty of Perjury under the laws of the State of North Carolina that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Maureen B. Robinson
Notary Public in and for said County and State
Com. exp. 05/02/2011