

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jason J.A. Knapp	02/16/2011
Fabrizio Blanco	02/16/2011
RECEIVING PARTY DATA	
Name:	Fox Audience Network, Inc.
Street Address:	1925 South Bundy Drive
Internal Address:	c/o The Rubicon Project, Inc.
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90025
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12986985
CORRESPONDENCE DATA	
Fax Number:	(310)394-4477
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3104510647
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Correspondent Name:	Cislo & Thomas LLP
Address Line 1:	1333 2nd Street, Suite 500
Address Line 4:	Santa Monica, CALIFORNIA 90401
ATTORNEY DOCKET NUMBER:	10-24494
NAME OF SUBMITTER:	Daniel M. Cislo
Total Attachments: 4 source=Patent assignment (signed)#page1.tif source=Patent assignment (signed)#page2.tif source=Patent assignment (signed)#page3.tif source=Patent assignment (signed)#page4.tif	

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PATENT ASSIGNMENT

This assignment made on the latest date below by inventors Jason J.A. Knapp, an individual and citizen of the United States residing in Solana Beach, California, and Fabrizio Blanco, an individual and citizen of Italy residing in Los Angeles, California (collectively, “Assignors”), to Fox Audience Network, Inc., a Delaware corporation, owned by the Rubicon Project, Inc., a Delaware corporation with offices at 1925 South Bundy Drive, Los Angeles, California 90025 (“Assignee”);

WHEREAS, Assignor has invented a new, original and useful invention entitled CONTENT SECURITY FOR REAL-TIME BIDDING (“the Invention”), for which a U.S. patent application was filed on January 7, 2011 as U.S. Patent Application Serial No. 12/986,985, further identified by Cislo & Thomas’ Docket No. 10-24494 (“the U.S. patent application”), and a PCT patent application was filed on January 7, 2011 as Application No. PCT/US2011/020584, further identified by Cislo & Thomas’ Docket No. 10-24499 (“the PCT patent application”);

WHEREAS, Assignors believe themselves to be the original, first, and joint inventors of the Invention; and

WHEREAS, Assignee desires to acquire by formal, recordable assignment their entire right, title, and interest in and to the Invention, the U.S. patent application, and the PCT patent application, along with any provisional, non-provisional, divisional, continuation, continuation-in-part, reissue, foreign, or other application based on the Invention, in the United States and throughout the world.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign, and transfer to Assignee, their entire right, title, and interest in and to the Invention, the U.S. patent application, and the PCT patent application, for the Invention in the United

States and throughout the world, including the exclusive right to file any provisional, non-provisional, divisional, continuation, continuation-in-part, reissue, foreign, or other application based on the Invention directly in the name of Assignee and to claim any priority rights to which such applications are entitled under international conventions, treaties, or otherwise.

Further Assignors agree that, upon request and without further compensation, but at no expense to Assignors, they and their legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing the U.S. patent application and PCT patent application in the United States and throughout the world for the Invention, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to the Invention, and the U.S. patent application and PCT patent application as filed, and any patents granted for the Invention in the United States and throughout the world.


Assignors represent and warrant that they has not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignors authorize and request the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Patent granted for the Invention, U.S. or foreign, or on any subsequently filed provisional, non-provisional, divisional, continuation, continuation-in-part, reissue, or other application, to Assignee, its successors and assigns, as the assignee of Assignors' entire interest in the Invention.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the date set forth below.

ASSIGNORS

Jason J.A. Knapp

Signature: 
Signed at: SOLANA BEACH, CA
Date: 2/16/2011

Fabrizio Blanco

Signature: _____
Signed at: _____
Date: _____

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IN WITNESS WHEREOF, Assignors have executed this Assignment on the date set forth below.

ASSIGNORS

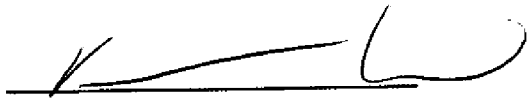
Jason J. A. Knapp

Signature: _____

Signed at: _____

Date: _____

Fabrizio Blanco

Signature:  _____

Signed at: IRVINE, CA

Date: 2/16/11

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