

## PATENT ASSIGNMENT

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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>Jason LOPATECKI</td><td>04/26/2011</td></tr><tr><td>Adam ROSE</td><td>04/26/2011</td></tr><tr><td>John HUGHES</td><td>04/26/2011</td></tr><tr><td>Brett WILSON</td><td>04/26/2011</td></tr></tbody></table>	Name	Execution Date	Jason LOPATECKI	04/26/2011	Adam ROSE	04/26/2011	John HUGHES	04/26/2011	Brett WILSON	04/26/2011	
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Jason LOPATECKI	04/26/2011										
Adam ROSE	04/26/2011										
John HUGHES	04/26/2011										
Brett WILSON	04/26/2011										
RECEIVING PARTY DATA											
Name:	TubeMogul, Inc.										
Street Address:	1250 53rd Street, Suite 6										
City:	Emeryville										
State/Country:	CALIFORNIA										
Postal Code:	94608										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13111705</td></tr></tbody></table>	Property Type	Number	Application Number:	13111705							
Property Type	Number										
Application Number:	13111705										
CORRESPONDENCE DATA											
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NAME OF SUBMITTER:	Michael A. Glenn										
Total Attachments: 2 source=SignedAssignment-TBMO0002CIP-2#page1.tif source=SignedAssignment-TBMO0002CIP-2#page2.tif											

CH \$40.00 13111705

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PATENT  
REEL: 026311 FRAME: 0706

## ASSIGNMENT

WHEREAS, We/I, Jason LOPATECKI, Adam ROSE, John HUGHES and Brett WILSON, hereinafter referred to as "ASSIGNOR(S)", have invented certain new and useful improvements, as described and set forth in the below-identified application for United States Letters Patent:

### VIDEO VIEWER TARGETING BASED ON PREFERENCE SIMILARITY

Filing Date: May 19, 2011

Serial No. 13/111,705

WHEREAS, TubeMogul, Inc., a corporation duly organized under and pursuant to the laws of the State of California, having its principal place of business at 1250 53rd Street, Suite 6, Emeryville, CA 94608, hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title, and interest in the said invention and application and in any Letters Patent which may be granted with regard to the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and other good and valuable consideration, ASSIGNOR(S) have sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the said ASSIGNEE, and ASSIGNEE'S successors and assigns, all right, title, and interest in and to said invention, said application for United States Letters Patent and any Letters Patent which may be hereafter granted on the same in the United States and all countries throughout the world, including any divisions, renewals, continuations in whole or part, substitutions, conversions, reissues, revivals, prolongation, or extensions thereof, said interest to be held and enjoyed by said ASSIGNEE as fully and exclusively as it would have been held and enjoyed by said ASSIGNOR(S) had this assignment and transfer not been made, for all time.


ASSIGNOR(S) further agrees that they will, without charge to said ASSIGNEE, but at ASSIGNEE'S expense, cooperate with ASSIGNEE in the prosecution of said application and/or applications, execute, verify, acknowledge, and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as ASSIGNEE may lawfully request, to obtain or maintain Letters Patent for said invention and improvement in any and all countries, and to vest title thereto in said ASSIGNEE, or ASSIGNEE'S successors and assigns

ASSIGNOR(S) grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

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

IN TESTIMONY WHEREOF, ASSIGNOR(S) has hereunto signed his name to the assignment on the date indicated below.

  
\_\_\_\_\_  
Jason LOPATECKI

  
\_\_\_\_\_  
Adam ROSE

4-16-11  
\_\_\_\_\_  
DATE

4-26-11  
\_\_\_\_\_  
DATE

Attorney Docket No.: TBMO0002CIP-2 (TBM-016)

  
\_\_\_\_\_  
John HUGHES

4-26-2011  
\_\_\_\_\_  
DATE

  
\_\_\_\_\_  
Brett WILSON

4/26/11  
\_\_\_\_\_  
DATE