

## 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>Curtis VILLARS</td> <td>04/02/2012</td> </tr> <tr> <td>Todd LOWENBERG</td> <td>04/02/2012</td> </tr> </tbody> </table>		Name	Execution Date	Curtis VILLARS	04/02/2012	Todd LOWENBERG	04/02/2012				
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<table border="1"> <tr> <td>Name:</td> <td>MASTERCARD INTERNATIONAL INCORPORATED</td> </tr> <tr> <td>Street Address:</td> <td>2000 Purchase Street</td> </tr> <tr> <td>City:</td> <td>Purchase</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10577</td> </tr> </table>		Name:	MASTERCARD INTERNATIONAL INCORPORATED	Street Address:	2000 Purchase Street	City:	Purchase	State/Country:	NEW YORK	Postal Code:	10577
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CORRESPONDENCE DATA											
<p>Fax Number: (703)836-7419          Phone: 7038366620          Email: beverly.caraway@bipc.com  <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>          Correspondent Name: Buchanan Ingersoll &amp; Rooney P.C.          Address Line 1: P.O. Box 1404          Address Line 4: Alexandria, VIRGINIA 22313-1404</p>											
ATTORNEY DOCKET NUMBER:	0076412-000060										
NAME OF SUBMITTER:	Charles F. Wieland III										
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OP \$40.00 13437987

# ASSIGNMENT

(SOLE)

THIS ASSIGNMENT, by Curtis VILLARS and Todd LOWENBERG, residing at 264 Washington Avenue, Chatham, New Jersey 07928 and 17 Dan Beard Lane, Redding, Connecticut 06896, (hereinafter referred to as "the Assignors"), respectively, witnesseth:

WHEREAS, the Assignors have invented certain new and useful improvements in PROTECTING PRIVACY IN AUDIENCE CREATION set forth in an application for Letters Patent of the United States, which is a

- (1) ☒ provisional application
  - (a) ☒ bearing Application No. 61/509,386, and filed on July 19, 2011;
  - (b) ☐ to be filed herewith; or
- (2) ☒ non-provisional application
  - (a) ☐ bearing Application No. \_\_\_\_\_, and filed on \_\_\_\_\_;
  - (b) ☒ having an oath or declaration executed on even date herewith prior to filing of application;
  - (c) ☐ having an oath or declaration executed on a different date than this Assignment; and

WHEREAS, MASTERCARD INTERNATIONAL INCORPORATED, a corporation duly organized under and pursuant to the laws of Delaware and having a principal place of business at 2000 Purchase Street, Purchase, New York 10577 (hereinafter referred to as "the Assignee"), is desirous of acquiring the entire right, title, and interest in and to said inventions, the right to file applications on said inventions and the entire right, title and interest in and to any applications, including provisional applications for Letters Patent of the United States or other countries claiming priority to said application, and in and to any Letters Patent or Patents, United States or foreign, to be obtained therefor and thereon.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, the Assignors have sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns the entire right, title, and interest in and to the above-mentioned inventions, the right to file applications on said inventions and the entire right, title and interest in and to any applications for Letters Patent of the United States or other countries claiming priority to said applications, and any and all Letters Patent or Patents of the United States of America and all foreign countries that may be granted therefor and thereon, and in and to any and all applications claiming priority to said applications, divisions, continuations, and continuations-in-part of said applications, and reissues and extensions of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by the Assignee, for its own use and behoof and the use and behoof of its successors, legal representatives, and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted as fully and entirely as the same would have been held and enjoyed by the Assignors had this sale and assignment not been made;

AND for the same consideration, the Assignors hereby covenant and agree to and with the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, the Assignors are the sole and lawful owners of the entire right, title, and interest in and to the inventions set forth in said applications and said applications, including provisional applications, above-mentioned, and that the same are unencumbered, and that the Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth;

AND for the same consideration, the Assignors hereby covenant and agree to and with the Assignee, its successors, legal representatives, and assigns that the Assignors will, whenever counsel of the Assignee, or the counsel of its successors, legal representatives, and assigns, shall advise that any proceeding in connection with said inventions or said applications for Letters Patent or Patents, or any proceeding in connection with Letters Patent or Patents for said inventions in any country, including interference proceedings, is lawful and desirable, or that any application claiming priority to said application, division, continuation, or continuation-in-part of any applications for Letters Patent or Patents; or any reissue or extension of any Letters Patent or Patents to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement, and defense of Letters Patent or Patents for said inventions, without charge to the Assignee, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns;

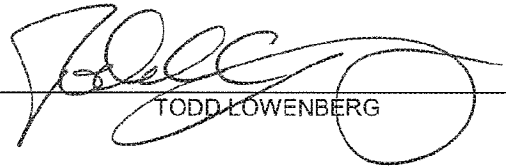
AND the Assignors hereby authorize and request the attorneys of Buchanan Ingersoll & Rooney PC to insert in the spaces provided above the title of the invention, filing date, application number, and attorney's docket number of said application when known.

AND the Assignors hereby request the Commissioner of Patents to issue any and all said Letters Patent of the United States to the Assignee as the Assignee of said invention, the Letters Patent to be issued for the sole use and behoof of the Assignee, its successors, legal representatives, and assigns.

DATE 4/2/12

  
CURTIS VILLARS

DATE 2 Apr. 2012

  
TODD LOWENBERG