

## 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>Howard C. Lerman</td> <td>02/22/2012</td> </tr> <tr> <td>Jonathan Kennell</td> <td>02/23/2012</td> </tr> <tr> <td>Thomas C. Dixon</td> <td>02/23/2012</td> </tr> </tbody> </table> |                            | Name          | Execution Date | Howard C. Lerman    | 02/22/2012 | Jonathan Kennell | 02/23/2012 | Thomas C. Dixon | 02/23/2012 |
| Name   | Execution Date             |               |                |                     |            |                  |            |                 |            |
| Howard C. Lerman   | 02/22/2012                 |               |                |                     |            |                  |            |                 |            |
| Jonathan Kennell   | 02/23/2012                 |               |                |                     |            |                  |            |                 |            |
| Thomas C. Dixon  | 02/23/2012                 |               |                |                     |            |                  |            |                 |            |
| RECEIVING PARTY DATA   |                            |               |                |                     |            |                  |            |                 |            |
| Name:  | Yext, Inc.                 |               |                |                     |            |                  |            |                 |            |
| Street Address:  | 1845 Broadway, 2nd Floor   |               |                |                     |            |                  |            |                 |            |
| City:  | New York                   |               |                |                     |            |                  |            |                 |            |
| State/Country:   | NEW YORK                   |               |                |                     |            |                  |            |                 |            |
| Postal Code:   | 10023                      |               |                |                     |            |                  |            |                 |            |
| 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>13342540</td> </tr> </tbody> </table>  |                            | Property Type | Number         | Application Number: | 13342540   |                  |            |                 |            |
| Property Type  | Number                     |               |                |                     |            |                  |            |                 |            |
| Application Number:  | 13342540                   |               |                |                     |            |                  |            |                 |            |
| CORRESPONDENCE DATA  |                            |               |                |                     |            |                  |            |                 |            |
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| Email:   | rcappo@lowenstein.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:  | Docket Administrator       |               |                |                     |            |                  |            |                 |            |
| Address Line 1:  | 65 Livingston Avenue       |               |                |                     |            |                  |            |                 |            |
| Address Line 2:  | Lowenstein Sandler PC      |               |                |                     |            |                  |            |                 |            |
| Address Line 4:  | Roseland, NEW JERSEY 07068 |               |                |                     |            |                  |            |                 |            |
| ATTORNEY DOCKET NUMBER:  | 21366-34                   |               |                |                     |            |                  |            |                 |            |
| NAME OF SUBMITTER:   | Raymond G. Cappo           |               |                |                     |            |                  |            |                 |            |
| Total Attachments: 4<br>source=Executed_Assignment#page1.tif<br>source=Executed_Assignment#page2.tif<br>source=Executed_Assignment#page3.tif<br>source=Executed_Assignment#page4.tif   |                            |               |                |                     |            |                  |            |                 |            |

CH \$40.00 13342540

## ASSIGNMENT

**WHEREAS**, we, **Howard C. Lerman**, a citizen of the United States residing at 75 9<sup>th</sup> Avenue, 8<sup>th</sup> Floor, New York, New York 10011, **Jonathan Kennell** a citizen of the United States residing at 75 9<sup>th</sup> Avenue, 8<sup>th</sup> Floor, New York, New York 10011, and **Thomas C. Dixon** a citizen of the United States residing at 320 West 77<sup>th</sup> Street, #3A, New York, NY 10024, (collectively "ASSIGNOR"), have invented, developed, and/or have rights in the invention(s) ("THE INVENTION(S)") disclosed in United States Patent Application No. 13/342,540, filed January 3, 2012 (herein the "Patent");

**AND WHEREAS** **Yext, Inc.**, a corporation having a principal place of business at 1845 Broadway, 2<sup>nd</sup> Floor, New York, New York 10023 ("ASSIGNEE") desires to acquire the entire right, title, and interest in and to THE INVENTION(S) and in and to the Patent;

**NOW, THEREFORE**, in consideration of the sum of one dollar (\$1.00) in hand and/or other good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to ASSIGNEE the entire right, title and interest in and to THE INVENTION(S) and the Patent and all patents and patent applications claiming priority to and/or benefit of the Patent including utilities, divisions, continuations, and continuations-in-part thereof and all reissues, reexaminations, and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for patents (including related rights such as utility-model registrations, registrations, inventor's certificates, and the like) heretofore or hereafter filed for THE INVENTION(S) in any foreign country/countries, and all patents (including all extensions, renewals and reissues thereof) granted for THE INVENTION(S) and the Patent in any foreign country/countries;

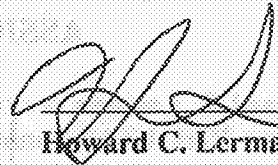
**AND WE HEREBY** authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty is to issue patents on applications as aforesaid, to issue all patents for THE INVENTION(S) and/or the Patent in the name of ASSIGNEE in accordance with the terms of this assignment;

**AND WE HEREBY** covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith;

**AND WE HEREBY** further covenant and agree that we will communicate to ASSIGNEE any facts known to us respecting THE INVENTION(S) and the Patent, sign all lawful papers, execute all divisional, continuation, continuations-in-part, substitute, reexamination, and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE to obtain and enforce proper patent protection for THE INVENTION(S) and the Patent.

--- SIGNATURES BEGIN ON NEXT PAGE ---

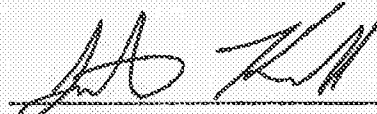
In testimony whereof, I hereunto set my hand this 22 day of February, 2012.



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Howard C. Lerman

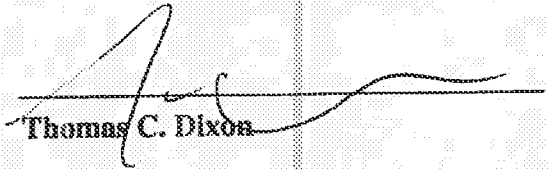
In testimony whereof, I hereunto set my hand this 23 day of February, 2012.



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Jonathan Kennell

In testimony whereof, I hereunto set my hand this 23 day of February, 2012.

  
Thomas C. Dixon