

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>Silvius V. Rus</td> <td>07/30/2012</td> </tr> <tr> <td>Thileepan Subramaniam</td> <td>07/30/2012</td> </tr> </tbody> </table>		Name	Execution Date	Silvius V. Rus	07/30/2012	Thileepan Subramaniam	07/30/2012
Name	Execution Date						
Silvius V. Rus	07/30/2012						
Thileepan Subramaniam	07/30/2012						
RECEIVING PARTY DATA							
Name:	Quantcast Corporation						
Street Address:	201 Third Street, 2nd Floor						
City:	San Francisco						
State/Country:	CALIFORNIA						
Postal Code:	94103						
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>13563293</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13563293		
Property Type	Number						
Application Number:	13563293						
CORRESPONDENCE DATA							
Fax Number:	6509385200						
Phone:	415-875-2327						
Email:	sfuentes@fenwick.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:	Robin W. Reasoner						
Address Line 1:	801 California Street						
Address Line 4:	Mountain View, CALIFORNIA 94041						
ATTORNEY DOCKET NUMBER:	26482-21179						
NAME OF SUBMITTER:	Robin W. Reasoner, Reg. No. 58,257						
Total Attachments: 2 source=21179_US_Assignment#page1.tif source=21179_US_Assignment#page2.tif							

CH \$40.00 13563293

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Quantcast Corporation a Delaware corporation, having a place of business at 201 Third Street, 2nd Floor, San Francisco, CA 94103, ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional application filed under 35 U.S.C. § 111(b), non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):

- Application No. 13/563,293, entitled "Adaptive Column Set Composition," filed on July 31, 2012.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

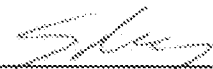
Title: Adaptive Column Set Composition
Filed: July 31, 2012
Application No.: 13/563,293

INVENTOR 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.

Name and Signature

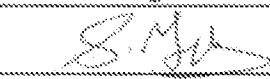
Date of Signature


Silvius V. Rus

JULY 30, 2012

Name and Signature

Date of Signature


Thileepan Subramaniam

July 30, 2012