

## PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Kuang-Chih LEE</td> <td>08/07/2012</td> </tr> <tr> <td>Burkay ORTEN</td> <td>08/07/2012</td> </tr> <tr> <td>Ali DASDAN</td> <td>08/07/2012</td> </tr> <tr> <td>Wentong LI</td> <td>08/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Kuang-Chih LEE	08/07/2012	Burkay ORTEN	08/07/2012	Ali DASDAN	08/07/2012	Wentong LI	08/06/2012
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Kuang-Chih LEE	08/07/2012										
Burkay ORTEN	08/07/2012										
Ali DASDAN	08/07/2012										
Wentong LI	08/06/2012										
RECEIVING PARTY DATA											
Name:	TURN, INC.										
Street Address:	835 Main Street										
City:	Redwood City										
State/Country:	CALIFORNIA										
Postal Code:	94063										
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>13584545</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13584545						
Property Type	Number										
Application Number:	13584545										
CORRESPONDENCE DATA											
Fax Number:	6504748401										
Phone:	650-474-8400										
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ATTORNEY DOCKET NUMBER:	TURN0009										
NAME OF SUBMITTER:	Michael A. Glenn										
Total Attachments: 3 source=Assignment-13584545-TURN0009#page1.tif source=Assignment-13584545-TURN0009#page2.tif source=Assignment-13584545-TURN0009#page3.tif											

CH \$40.00 13584545

## **ASSIGNMENT**

WHEREAS, I/We, Kuang-Chih LEE, Burkay Birant ORTEN, Ali DASDAN, and Wentong LI, 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:

### **TITLE OF INVENTION: ESTIMATING CONVERSION RATE IN DISPLAY ADVERTISING FROM PAST PERFORMANCE DATA**

Filing Date: August 13, 2012 Serial No. 13/584,545

WHEREAS, Turn, Inc., a corporation duly organized under and pursuant to the laws of the State of Delaware, having its principal place of business at 835 Main Street, Redwood City, California 94063, 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.



Kuang-Chih LEE

08/07/2012

DATE



Burkay ORTEN

08/07/2012

DATE



Ali DASDAN

08/07/2012

DATE

\_\_\_\_\_

Wentong LI

\_\_\_\_\_

DATE

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

\_\_\_\_\_  
Kuang-Chih LEE

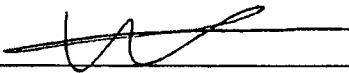
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Burkay ORTEN

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Wentong LI

08/06/2012  
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