

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>Crispin Edward Harold Flowerday</td> <td>10/29/2012</td> </tr> <tr> <td>Faraaz Aeja Sareshwala</td> <td>10/29/2012</td> </tr> <tr> <td>Damian John Reeves</td> <td>11/04/2012</td> </tr> </tbody> </table>		Name	Execution Date	Crispin Edward Harold Flowerday	10/29/2012	Faraaz Aeja Sareshwala	10/29/2012	Damian John Reeves	11/04/2012				
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Quantcast Corporation</td> </tr> <tr> <td>Street Address:</td> <td>201 3rd Street</td> </tr> <tr> <td>Internal Address:</td> <td>Floor 2</td> </tr> <tr> <td>City:</td> <td>San Francisco</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94103</td> </tr> </table>		Name:	Quantcast Corporation	Street Address:	201 3rd Street	Internal Address:	Floor 2	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94103
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
<p>Fax Number: 4152366094 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 4157384755 Email: IPTeam@quantcast.com</p> <p>Correspondent Name: Renee Jacowitz Address Line 1: 201 3rd Street Address Line 2: Floor 2 Address Line 4: San Francisco, CALIFORNIA 94103</p>													
ATTORNEY DOCKET NUMBER:	QUANT-P047												
NAME OF SUBMITTER:	Renee Jacowitz												
This document serves as an Oath/Declaration (37 CFR 1.63).													

CH \$40.00 13669157

Total Attachments: 6

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PATENT

REEL: 029242 FRAME: 0736

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 Corp., a Delaware Corporation, having a place of business at 201 Third Street, 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 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. 13/669,157, entitled "Adaptive Bidding for Networked Advertising," filed on November 5, 2012

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all patents and applications from which the APPLICATION was derived; (c) all applications claiming priority from the APPLICATION; (d) all provisional, utility, divisional, continuation, continuation in part, substitute, request for continued examination, renewal, reexamination, reissue, and other applications and extensions related thereto that have been or may be filed in the United States or elsewhere in the world; (e) all patents (including reissues and re-examinations) that may be granted on the applications set forth in (a), (b), (c), and (d) above; (f) 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; and (g) all rights to recover damages for past, present, and future infringement of the patents set forth in (b) and (e) above.

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.

Title: "Adaptive Bidding for Networked Advertising"

Filed: November 5, 2012

Application No.: 13/669,157

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.

INVENTOR grants the patent practitioner 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 or other authority for recordation of this document.

This Assignment between INVENTOR and Quantcast Corp. 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.

By signing below, INVENTOR further attests to the following:

- The APPLICATION was made or authorized to be made by INVENTOR.
- INVENTOR believes that INVENTOR is the original inventor or an original joint inventor of a claimed invention in the APPLICATION.

INVENTOR hereby acknowledges that any willful false statement made in this document is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Name and Signature

Crispin Edward Harold Flowerday

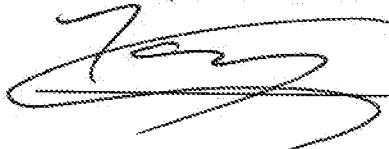


Date of Signature

10/29/2012

Name and Signature

Faraaz Aejaz Sareshwala



Date of Signature

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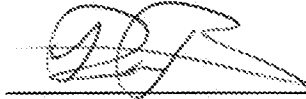
Title: "Adaptive Bidding for Networked Advertising"

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Application No.: 13/669,151

Name and Signature

Damian John Reeves



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11/4/2012