

## 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>Kevin M. Cabral</td> <td>11/08/2012</td> </tr> <tr> <td>Andrew S. Dilling</td> <td>11/13/2012</td> </tr> <tr> <td>Timothy B. Dixon</td> <td>10/02/2012</td> </tr> </tbody> </table>		Name	Execution Date	Kevin M. Cabral	11/08/2012	Andrew S. Dilling	11/13/2012	Timothy B. Dixon	10/02/2012
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Kevin M. Cabral	11/08/2012								
Andrew S. Dilling	11/13/2012								
Timothy B. Dixon	10/02/2012								
RECEIVING PARTY DATA									
Name:	AppNexus, Inc.								
Street Address:	28 West 23rd Street								
City:	New York								
State/Country:	NEW YORK								
Postal Code:	10010								
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>13631984</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13631984				
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Application Number:	13631984								
CORRESPONDENCE DATA									
Fax Number:	6175231231								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	617-570-1000								
Email:	dbridges@goodwinprocter.com								
Correspondent Name:	Goodwin Procter, LLP								
Address Line 1:	53 State Street								
Address Line 4:	Boston, MASSACHUSETTS 02109								
ATTORNEY DOCKET NUMBER:	APX-012								
NAME OF SUBMITTER:	Steven R. Argentieri								
<p>Total Attachments: 6</p> <p>source=APX-012_Assignment#page1.tif</p> <p>source=APX-012_Assignment#page2.tif</p> <p>source=APX-012_Assignment#page3.tif</p> <p>source=APX-012_Assignment#page4.tif</p> <p>source=APX-012_Assignment#page5.tif</p> <p>source=APX-012_Assignment#page6.tif</p>									

OP \$40.00 13631984

## ASSIGNMENT BY INVENTORS

**THIS ASSIGNMENT**, made by Kevin M. Cabral; Andrew S. Dilling; and Timothy B. Dixon (hereinafter referred to as Assignors), residing at 500 E. 85th Street, Apt. 4K, New York, New York 10028; 111 Bank Street, Apt. 3F, New York, New York 10014; and 4 Park Avenue, Apt. 9T, New York, New York 10016, respectively;

**WHEREAS**, Assignors have invented certain new and useful improvements in SYSTEMS AND METHODS FOR SERVING SECURE CONTENT, set forth in a Patent application for Letters Patent of the United States, already filed on September 29, 2012 as U.S. Application No. 13/631,984; and

**WHEREAS**, AppNexus Inc., a corporation organized under and pursuant to the laws of Delaware having its principal place of business at 28 West 23<sup>rd</sup> Street, 4<sup>th</sup> Floor, New York, NY 10010 (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefore and thereon.

**NOW, THEREFORE**, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefore and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

**AND** for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that 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, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will 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 any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

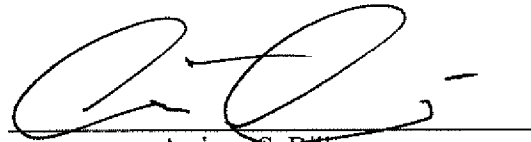
**AND** Assignors hereby request the Commissioner for Patents and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

**AND** Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which 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:

GOODWIN PROCTER LLP

All practitioners at Customer Number 051414

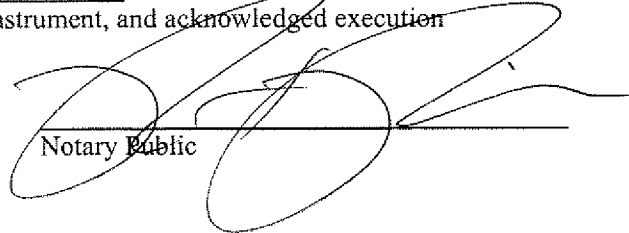
**AND** Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

  
Andrew S. Dilling

Date: ~~12~~ November 13, 2012

United States of America )  
State of New York ) ss.:  
County of New York )

On this 13<sup>th</sup> day of November, 2012, before me personally came Andrew S. Dilling, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

  
Notary Public

ROBERTA A. RIZZO  
Notary Public, State of New York  
No. 02R10210618  
Qualified in New York County  
Commission Expires May 9, 2015



\_\_\_\_\_  
Timothy B. Dixon

Date: 10/2/2012

United States of America )  
State of New York ) ss.:  
County of New York )

On this 2<sup>nd</sup> day of October, 2012, before me personally came Timothy B. Dixon, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

  
\_\_\_\_\_  
Notary Public

ROBERT A. RIZZO  
Notary Public, State of New York  
No. 02816340618  
Qualified in New York County  
Commission Expires May 9, 2015

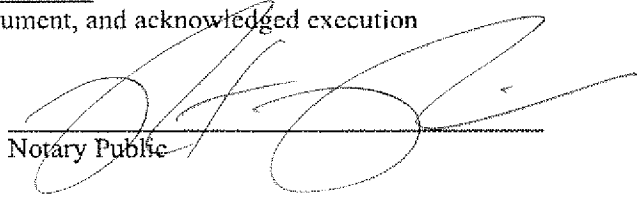


Kevin M. Cabral

Date: November 8, 2012

United States of America )  
State of New York ) ss.:  
County of New York )

On this 8 day of November, 2012, before me personally came Kevin M. Cabral, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



Notary Public

ROBERTA RIZZO  
Notary Public, State of New York  
No. 02R16240618  
Qualified in New York County  
Commission Expires May 9, 2015