

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>Takashi Yonebayashi</td> <td>03/20/2013</td> </tr> <tr> <td>Jeremy Lee Litz</td> <td>03/20/2013</td> </tr> <tr> <td>Stephen Travis May</td> <td>03/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	Takashi Yonebayashi	03/20/2013	Jeremy Lee Litz	03/20/2013	Stephen Travis May	03/20/2013		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>LiveRamp, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>667 Mission Street</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>94105</td> </tr> </table>		Name:	LiveRamp, Inc.	Street Address:	667 Mission Street	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94105
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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>13838151</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13838151						
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CORRESPONDENCE DATA											
<p>Fax Number: 5032242084 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: docket@stofoco.com Correspondent Name: Stolowitz Ford Cowger LLP Address Line 1: 1140 SW 11th Avenue, Suite 400 Address Line 4: Portland, OREGON 97205</p>											
ATTORNEY DOCKET NUMBER:	7823-0106										
NAME OF SUBMITTER:	Stephen S. Ford										
<p>Total Attachments: 2 source=7823-0106ExAssign#page1.tif source=7823-0106ExAssign#page2.tif</p>											

OP \$40.00 13838151

ASSIGNMENT

Assignor: Takashi Yonebayashi
Address: 667 Mission Street
San Francisco, CA 94105

Assignor: Jeremy Lee Litz
Address: 667 Mission Street
San Francisco, CA 94105

Assignor: Stephen Travis May
Address: 667 Mission Street
San Francisco, CA 94105

Assignee: LiveRamp, Inc.
Address: 667 Mission Street
San Francisco, CA 94105

**Title of
Invention:** ANONYMOUS INFORMATION MANAGEMENT

**Application
Serial No.:** 13/838,151

Filing Date: March 15, 2013

For good and valuable consideration, the receipt of which is hereby acknowledged, the above-named Assignor hereby sells, assigns and transfers to Assignee, the full and exclusive rights, title and interest in and to the above-identified invention, patent application and patent rights throughout the world, including foreign patent priority rights; said invention, application and letters patent in this or any foreign country, and all divisions, continuations, reissues, non-provisionals and extensions thereof, to be held and enjoyed by Assignee, for its own use and benefit, and for its successors and assigns to the full end of the term for which letters patent may be granted in this or any foreign country, as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made, and covenant that Assignor has full right so to do, and agree that Assignor will communicate to Assignee, or its successors and assigns, any facts known to Assignor respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute

all divisional, continuing, non-provisional and reissue applications, make all rightful oaths, and do everything possible to aid Assignee, its successors and assigns to obtain and enforce proper patent protection for said invention in this or any foreign country.

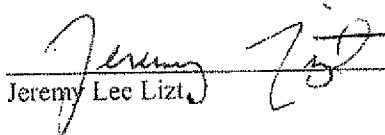
In the event that the patent application filing date or serial number is not known at the time this document is executed, Assignor hereby grants permission to the attorneys of record in the patent application to fill in the filing date and/or serial number above, and to record this assignment after such information is added.

EXECUTED this 20th day of March, 2013.




Takashi Yoneyahashi

EXECUTED this 20 day of MARCH, 2013.



Jeremy Lee Lizio

EXECUTED this 20th day of March, 2013.



Stephen Travis May