

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>Patrick McCann</td> <td>03/06/2013</td> </tr> <tr> <td>Matthew Fornari</td> <td>03/06/2013</td> </tr> <tr> <td>Kevin Lyons</td> <td>03/06/2013</td> </tr> </tbody> </table>		Name	Execution Date	Patrick McCann	03/06/2013	Matthew Fornari	03/06/2013	Kevin Lyons	03/06/2013		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>EXELATE, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>7 West 22nd Street, 9th Floor</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10010</td> </tr> </table>		Name:	EXELATE, Inc.	Street Address:	7 West 22nd Street, 9th Floor	City:	New York	State/Country:	NEW YORK	Postal Code:	10010
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 2023448300 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 202-344-4048</p> <p>Email: kxm01@venable.com, PTOMAIL@venable.com</p> <p>Correspondent Name: Jeffri Kaminski</p> <p>Address Line 1: P O Box 34385</p> <p>Address Line 2: Venable LLP</p> <p>Address Line 4: Washington, DISTRICT OF COLUMBIA 20043-9998</p>											
ATTORNEY DOCKET NUMBER:	118308-337159										
NAME OF SUBMITTER:	Jeffri A. Kaminski										
Signature:	/Jeffri A. Kaminski/										

Date:

04/19/2013

Total Attachments: 4

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ASSIGNMENT BY INVENTORS

THIS ASSIGNMENT, made by Patrick McCann; Matthew Fornari; and Kevin Lyons (hereinafter referred to as Assignors), residing in Herndon, Virginia; New York, New York; and New York, New York, respectively;

WHEREAS, Assignors have invented certain new and useful improvements in METHOD AND SYSTEM USING ASSOCIATION RULES TO FORM CUSTOM LISTS OF COOKIES, set forth in a Patent application for Letters Patent of the United States, already filed on March 1, 2013 as U.S. Application No. 13/782,930; and

EXELATE, INC.) 4/19/13

WHEREAS, ~~EXELATE~~, organized under and pursuant to the laws of New York having its principal place of business at 7 West 22nd Street, 9th Floor, New York, New York 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.

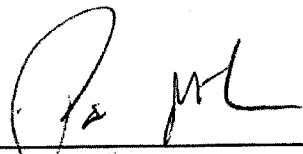
AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

VENABLE LLP

All practitioners at Customer Number 26694

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

March 6 2013
Date



Patrick McCann

Witness:

3-6-13
Date



3/6/13
Date


Matthew Fornari

Witness:

3-16-13
Date



Attorney Docket No.: 118308-337159

Date

3/6/13

Kevin Lyons

Witness:

Date

3-6-13

Sam [Signature]