

## 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>Toby DOIG</td> <td>02/02/2011</td> </tr> <tr> <td>Craig GOODING</td> <td>03/06/2013</td> </tr> </tbody> </table>		Name	Execution Date	Toby DOIG	02/02/2011	Craig GOODING	03/06/2013				
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Toby DOIG	02/02/2011										
Craig GOODING	03/06/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Vibrant Media, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>565 5th Avenue, 15th 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>10017</td> </tr> </table>		Name:	Vibrant Media, Inc.	Street Address:	565 5th Avenue, 15th Floor	City:	New York	State/Country:	NEW YORK	Postal Code:	10017
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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>12872625</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12872625						
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CORRESPONDENCE DATA											
<p>Fax Number: 6173424001</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: jrobins@foley.com, PTOMailBoston@foley.com</p> <p>Correspondent Name: Christopher J. McKenna</p> <p>Address Line 1: 111 Huntington Avenue</p> <p>Address Line 2: Foley &amp; Lardner LLP</p> <p>Address Line 4: Boston, MASSACHUSETTS 02199</p>											
ATTORNEY DOCKET NUMBER:	099042-0010 VM-007US										
NAME OF SUBMITTER:	Jennifer Robins for Christopher McKenna										
Signature:	/Jennifer Robins/										
Date:	04/23/2013										

OP \$40.00 12872625

Total Attachments: 4

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## JOINT ASSIGNMENT

WHEREAS, each of the individuals, **Toby Doig** and **Craig Gooding**; are named as an inventor on the application for Letters Patent of the United States titled:

**SYSTEMS AND METHODS FOR RULE BASED INCLUSION OF PIXEL RETARGETING IN CAMPAIGN MANAGEMENT**; and

☐ executed by each of us of even date herewith and about to be filed in the United States Patent and Trademark Office; or

☒ identified by United States Application Serial No. **12/872,625** filed in the United States Patent and Trademark Office on **August 31, 2010**; and

WHEREAS **Vibrant Media Inc.** (hereinafter "ASSIGNEE"), having a usual place of business at **565 5<sup>th</sup> Avenue, 15<sup>th</sup> Floor, New York, NY, 10017**, desires to acquire or confirm an interest therein;

NOW, THEREFORE, to all whom it may concern be it known that, in accordance with agreements previously and duly entered into between the parties and in consideration of those agreements, and for other good and valuable consideration, the receipt of which is hereby acknowledged, each has sold, assigned, and transferred and/or does hereby sell, assign, and transfer unto said ASSIGNEE, its successors, assigns, and legal representatives, the entire right, title, and interest in and throughout the United States of America, its territories and all foreign countries, in and to the application, all divisional, continuing, substitute, renewal, reissue, reexamination and other applications for Letters Patent that is based in whole or in part on the application, and all other rights arising under or pursuant to any and all international agreements, treaties, or laws relating to the protection of industrial property, including all rights of priority under the International Convention for the Protection of Industrial Property, and in and to any such Letters Patent as may issue thereon including any and all original and reissued patents which have been or shall be issued in the United States and foreign countries; said inventions, applications, and Letters Patent to be held and enjoyed by ASSIGNEE for its own use and for its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held by him/her had this assignment and sale not been made;

AND, hereby acknowledges that this assignment, being of the entire right, title, and interest in and to the inventions, carries with it the right in ASSIGNEE, by attorneys and agents of ASSIGNEE selection, to apply for and receive Letters Patent for said inventions in its own name;

AND, hereby further agrees for him/herself and his/her executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts

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which may be deemed necessary to secure fully the Letters Patent to ASSIGNEE, its successors, assignees, and legal representatives, but at its expense and charges, including the execution of application for patents in foreign countries, the execution of substitution, reissue, divisional or continuation applications, and the giving of testimony, preliminary statements, or other statements in any interference or other proceeding in which the inventions or any applications or patents directed to the inventions may be involved by communicating to the ASSIGNEE all facts we know relating to the inventions and their history, and generally by doing everything possible which ASSIGNEE shall consider desirable for aiding in securing and maintaining proper patent protection for the inventions and for vesting title in the inventions and all applications for patent and all patents on the inventions in ASSIGNEE;

AND, further hereby authorizes ASSIGNEE or its attorneys or agents to insert the correct serial number and filing date into this assignment if appropriate;

AND, hereby appoints ASSIGNEE as its common agent for purposes of prosecuting international patent applications and any material patent applications for which such common agency is recognized;

AND, hereby requests the Director of Patents and Trademarks of the United States to issue said Letters Patent as shall be granted upon said application or applications based thereon to ASSIGNEE, its successors, assigns, and legal representatives;

AND, covenants with said ASSIGNEE that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by him/her, and that full right to convey the same as herein expressed is possessed by him/her.

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**PATENT**  
**REEL: 030268 FRAME: 0136**

  
Toby Doig

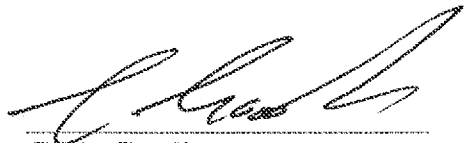
DAVE LEE  
Witness Name

2/2/2011  
Date

  
Witness Signature

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\_\_\_\_\_  
Craig Gooding

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Witness

3/6/2013  
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Date

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