

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>John HUGHES</td> <td>03/05/2013</td> </tr> <tr> <td>Adam ROSE</td> <td>03/05/2013</td> </tr> <tr> <td>Yen PAI</td> <td>03/05/2013</td> </tr> </tbody> </table>		Name	Execution Date	John HUGHES	03/05/2013	Adam ROSE	03/05/2013	Yen PAI	03/05/2013		
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<table border="1"> <tr> <td>Name:</td> <td>TubeMogul, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>2680 Bancroft Way</td> </tr> <tr> <td>City:</td> <td>Berkeley</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94704</td> </tr> </table>		Name:	TubeMogul, Inc.	Street Address:	2680 Bancroft Way	City:	Berkeley	State/Country:	CALIFORNIA	Postal Code:	94704
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CORRESPONDENCE DATA											
Fax Number: 6504748401 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 650-474-8400 Email: ptomatters@glenn-law.com Correspondent Name: Glenn Patent Group Address Line 1: 3475 Edison Way, Suite L Address Line 4: Menlo Park, CALIFORNIA 94025											
ATTORNEY DOCKET NUMBER:	TBMO0003										
NAME OF SUBMITTER:	Michael A. Glenn										
Signature:	/Michael A. Glenn/										
Date:	04/30/2013										

CH \$40.00 13755452

This document serves as an Oath/Declaration (37 CFR 1.63).

Total Attachments: 2

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**DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION
USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT**

Title of Invention: **SIMULATOR FOR A REAL-TIME BIDDING SYSTEM**

As a below named inventor, I hereby declare that:

This declaration is directed to the attached application, or (if following box is checked):

☐ United States application or PCT international application number 13/755,452 filed on
January 31, 2013

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the application, including the claims.

I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. Section 1.56.

Whereas, the undersigned inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") disclosed in the above-identified patent application and further identified by the Attorney Docket Number provided above in the header of this document;

Whereas, **TubeMogul, Inc.**, a corporation duly organized under and pursuant to the laws of California having its principal place of business at 2680 Bancroft Way, Berkeley, CA 94704 desires to acquire and each undersigned inventor desires to grant to **TubeMogul, Inc.**, the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;

Now, therefore, for one dollar (\$1.00) and good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor, hereinafter referred to as ASSIGNOR, hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to **TubeMogul, Inc.**, hereinafter referred to as ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to the Assignee, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by the Assignee, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned inventor agrees to execute, without charge to said

Assignee but at the Assignee's expense, any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title to the invention and all related patents and applications, in Assignee, its successors, legal representatives, and assigns, whenever requested by the Assignee, its successors, legal representatives, or assigns.

ASSIGNOR(S) grants the attorney 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 for recordation of this document.

Each undersigned inventor acknowledges their prior and ongoing obligations to sell, assign, and transfer the rights under this Assignment to the Assignee and is unaware of any reason why they may not have the full and unencumbered right to sell, assign, and transfer the rights hereby sold, assigned, and transferred, and has not executed, and will not execute, any document or instrument in conflict herewith. Each undersigned inventor also hereby grants the assignee, its successors, legal representatives, and assigns, the right to insert in this Assignment any further identification (including, but not limited to, patent Application Number) which may be necessary or desirable for recordation of this Assignment.

This Assignment 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.

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

1) Legal Name of Inventor: **John HUGHES**

Signature: _____

Date: _____

2) Legal Name of Inventor: **Adam ROSE**

Signature: _____

Date: _____

3) Legal Name of Inventor: **Yen PAI**

Signature: _____

Date: _____