

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Jonah Goodhart</td> <td>06/27/2013</td> </tr> <tr> <td>Noah Goodhart</td> <td>06/27/2013</td> </tr> <tr> <td>Robert Collier Crowell</td> <td>06/27/2013</td> </tr> </tbody> </table>		Name	Execution Date	Jonah Goodhart	06/27/2013	Noah Goodhart	06/27/2013	Robert Collier Crowell	06/27/2013		
Name	Execution Date										
Jonah Goodhart	06/27/2013										
Noah Goodhart	06/27/2013										
Robert Collier Crowell	06/27/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Moat Inc.</td> </tr> <tr> <td>Street Address:</td> <td>c/o iContent, 126 5th Avenue, 7th 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>10011</td> </tr> </table>		Name:	Moat Inc.	Street Address:	c/o iContent, 126 5th Avenue, 7th Floor	City:	New York	State/Country:	NEW YORK	Postal Code:	10011
Name:	Moat Inc.										
Street Address:	c/o iContent, 126 5th Avenue, 7th Floor										
City:	New York										
State/Country:	NEW YORK										
Postal Code:	10011										
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>13931299</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13931299						
Property Type	Number										
Application Number:	13931299										
CORRESPONDENCE DATA											
Fax Number: 8013550160 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 801-258-9835 Email: patents@patentlawworks.net Correspondent Name: Kanda V. Ishihara, Patent Law Works LLP Address Line 1: 201 S. Main Street, Suite 250 Address Line 4: Salt Lake City, UTAH 84111											
ATTORNEY DOCKET NUMBER:	10065-03541 US										
NAME OF SUBMITTER:	Kanda V. Ishihara										
Signature:	/Kanda Ishihara/										
Date:	07/03/2013										
Total Attachments: 2 source=03541US_AssignmentToFile#page1.tif source=03541US_AssignmentToFile#page2.tif											

OP \$40.00 13931299

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **MOAT INC.**, a Delaware corporation, having a place of business at c/o iContent, 126 5th Avenue, 7th Floor, New York, NY 10011 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **SYSTEM AND METHODS FOR DISCOVERING ADVERTISING TRAFFIC FLOW AND IMPINGING ENTITIES** ("APPLICATION"), which:

- ☒ having a filing date of June 28, 2013, and bearing U.S. application serial number 13/931,299.
- ☒ The APPLICATION claims the benefit of a provisional application, filed on June 30, 2012, now bearing U.S. application serial number 61/666,818.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

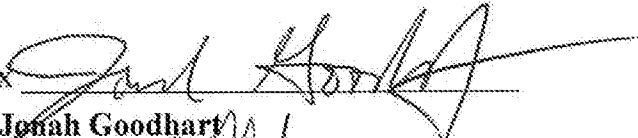
INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.


INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR 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.

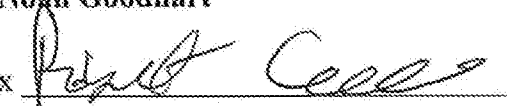
This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

x 
Jonah Goodhart

6/27/13
Date of Signature

x 
Noah Goodhart

6/27/13
Date of Signature

x 
Robert Collier Crowell

6/27/2013
Date of Signature