

## 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>MARK A. RUZON</td> <td>07/13/2013</td> </tr> <tr> <td>KESHAV MENON</td> <td>07/15/2013</td> </tr> <tr> <td>GURUMURTHY D. RAMKUMAR</td> <td>07/16/2013</td> </tr> <tr> <td>DONALD TANGUAY</td> <td>04/02/2013</td> </tr> <tr> <td>SUPRATIK BHATTACHARYYA</td> <td>03/20/2013</td> </tr> <tr> <td>GAUTAM BHARGAVA</td> <td>03/21/2013</td> </tr> </tbody> </table>		Name	Execution Date	MARK A. RUZON	07/13/2013	KESHAV MENON	07/15/2013	GURUMURTHY D. RAMKUMAR	07/16/2013	DONALD TANGUAY	04/02/2013	SUPRATIK BHATTACHARYYA	03/20/2013	GAUTAM BHARGAVA	03/21/2013
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RECEIVING PARTY DATA															
<table border="1"> <tr> <td>Name:</td> <td>A9.COM, INC.</td> </tr> <tr> <td>Street Address:</td> <td>130 LYTTON AVENUE, SUITE 300</td> </tr> <tr> <td>City:</td> <td>PALO ALTO</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94301-1044</td> </tr> </table>		Name:	A9.COM, INC.	Street Address:	130 LYTTON AVENUE, SUITE 300	City:	PALO ALTO	State/Country:	CALIFORNIA	Postal Code:	94301-1044				
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<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13781550</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13781550										
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CORRESPONDENCE DATA															
<p>Fax Number: (415)814-6165  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 713-571-3400        Email: patentgroup@novakdruce.com        Correspondent Name: SAN FRANCISCO OFFICE OF NOVAK DRUCE CONN        Address Line 1: 1000 LOUISIANA STREET        Address Line 2: FIFTY-THIRD FLOOR        Address Line 4: HOUSTON, TEXAS 77002</p>															
ATTORNEY DOCKET NUMBER:	20347.0046.CNUS30														

OP \$40.00 13781550

NAME OF SUBMITTER:	JONATHAN BINGHAM
Signature:	/Jonathan Bingham/
Date:	10/03/2013
	This document serves as an Oath/Declaration (37 CFR 1.63).
<b>Total Attachments: 10</b> source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page1.tif source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page2.tif source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page3.tif source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page4.tif source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page5.tif source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page6.tif source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page7.tif source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page8.tif source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page9.tif source=Combined_Assignment_and_Declaration_20347_0046_CNUS30#page10.tif	

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No. 13/781,550  
Filing Date February 28, 2013

Attorney Docket No. 20347.0046.CNUS30  
Client Docket No. REG88600 2009 PT-US-CONI-CONI

**PARTIES TO THE ASSIGNMENT**

**Assignor(s):**

**MARK ANDREW RUZON**  
130 Lytton Ave, Suite 300  
Palo Alto, CA 94301-1044

**KESHAV MENON**  
130 Lytton Ave, Suite 300  
Palo Alto, CA 94301-1044

**GURUMURTHY D. RAMKUMAR**  
130 Lytton Ave, Suite 300  
Palo Alto, CA 94301-1044

**DONALD TANGUAY**  
130 Lytton Ave, Suite 300  
Palo Alto, CA 94301-1044

**SUPRATIK BHATTACHARYYA**  
130 Lytton Ave, Suite 300  
Palo Alto, CA 94301-1044

**GAUTAM BHARGAVA**  
130 Lytton Ave, Suite 300  
Palo Alto, CA 94301-1044

**Assignee:**

**A9.com, Inc.**  
130 Lytton Ave, Suite 300  
Palo Alto, CA 94301-1044

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**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
"SYSTEM AND METHOD FOR DELIVERING CONTENT TO A COMMUNICATION IN A  
CONTENT DELIVERY SYSTEM" (Invention) for which a non-provisional application for United States  
Letters Patent

- ☒ was filed on February 28, 2013 and accorded U.S. application no. 13/781,550; or
- ☐ will be filed concurrently with the submission of this executed PATENT ASSIGNMENT for  
recordation.

ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal representatives, of Novak  
Druce Connolly Bove + Quigg LLP, associated with Customer No. 65761, to insert in the header above  
and here in parentheses (U.S. application no. 13/781,550, filed February 28, 2013) this application's U.S.  
application number and filing date, when known.

WHEREAS, ASSIGNEE, a corporation of the State of Delaware, is desirous of acquiring the  
entire right, title and interest in and to the Invention and in and to any letters patent that may be granted  
therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is  
hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors  
and assigns, the entire right, title and interest in and to said Invention and any improvements thereto, said  
Application and any and all letters patent which may be granted for said Invention in the United States of  
America and its territorial possessions and in any and all foreign countries, and in any and all provisional,  
divisions, reissues, re-examinations and continuations thereof, including the right to file foreign

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applications directly in the name of ASSIGNEE and to claim priority rights deriving from said application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said Invention, application and all letters patent on said Invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said Invention, for litigation regarding said letters patent, or for the purpose of protecting title to said Invention or letters patent therefor.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the application and the Invention including any

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improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon our heirs, legal representatives, administrators, and assigns.

**CORRESPONDENCE ADDRESS**

I hereby direct all correspondence and telephone calls in connection with this application be addressed to the number associated with the customer number listed below, which is:

**Customer No.**

**65761**

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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**DECLARATION**

As a below named inventor, I hereby declare that:

This declaration is directed to:

- ☐ the attached application; or  
☒ United States application number 13/781,550 filed on February 28, 2013; or  
☐ PCT international application number \_\_\_\_\_ filed on \_\_\_\_\_.

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 above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

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

Legal name of inventor: **MARK ANDREW RUZON**

13 July 2013  
Date

Mark A Ruzon  
Inventor Signature

**WITNESSED BY:**

13 July 2013  
Date

Lesley A Ruzon  
Witness (Signature)

Lesley A Ruzon  
Witness (Printed Name)

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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Legal name of inventor: **KESHAV MENON**

7/15/2012  
Date

Kesh  
Inventor Signature

**WITNESSED BY:**

7/15/13  
Date

Max Delgadillo  
Witness (Signature)

Max Delgadillo  
Witness (Printed Name)



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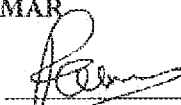
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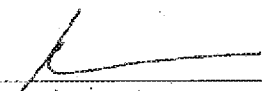
Legal name of inventor: GURUMURTHY D. RAMKUMAR

7/16/2013  
Date

  
Inventor Signature

WITNESSED BY:

7/16/2013  
Date

  
Witness (Signature)

KEITH MANN  
Witness (Printed Name)

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Legal name of inventor: **DONALD TANGUAY**

4/2/2013  
Date

Donald Tanguay  
Inventor Signature

**WITNESSED BY:**

4/2/2013  
Date

[Signature]  
Witness (Signature)  
Francis E. Marino  
Witness (Printed Name)

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Legal name of inventor: **SUPRATIK BHATTACHARYYA**

3/20/2013  
Date

S. Bhattacharyya  
Inventor Signature

**WITNESSED BY:**

3/20/13  
Date

[Signature]  
Witness (Signature)  
Anne Ravenwood  
Witness (Printed Name)

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Legal name of inventor: **GAUTAM BHARGAVA**

3/21/13  
Date

G Bhargava  
Inventor Signature

**WITNESSED BY:**

3/21/13  
Date

Anne Ravenwood  
Witness (Signature)  
Anne Ravenwood  
Witness (Printed Name)