

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | | | | | | | | | | | | | | | |
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| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | | | | | | | | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>RICK W. LANDSMAN</td> <td>01/11/1999</td> </tr> <tr> <td>WEI-YEH LEE</td> <td>03/04/1999</td> </tr> </tbody> </table> | | Name | Execution Date | RICK W. LANDSMAN | 01/11/1999 | WEI-YEH LEE | 03/04/1999 | | | | | | | | | | | | | | | | | | |
| Name | Execution Date | | | | | | | | | | | | | | | | | | | | | | | | |
| RICK W. LANDSMAN | 01/11/1999 | | | | | | | | | | | | | | | | | | | | | | | | |
| WEI-YEH LEE | 03/04/1999 | | | | | | | | | | | | | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>UNICAST COMMUNICATIONS CORPORATION</td> </tr> <tr> <td>Street Address:</td> <td>360 MADISON AVENUE</td> </tr> <tr> <td>Internal Address:</td> <td>17TH 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: | UNICAST COMMUNICATIONS CORPORATION | Street Address: | 360 MADISON AVENUE | Internal Address: | 17TH FLOOR | City: | NEW YORK | State/Country: | NEW YORK | Postal Code: | 10017 | | | | | | | | | | | | |
| Name: | UNICAST COMMUNICATIONS CORPORATION | | | | | | | | | | | | | | | | | | | | | | | | |
| Street Address: | 360 MADISON AVENUE | | | | | | | | | | | | | | | | | | | | | | | | |
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| City: | NEW YORK | | | | | | | | | | | | | | | | | | | | | | | | |
| State/Country: | NEW YORK | | | | | | | | | | | | | | | | | | | | | | | | |
| Postal Code: | 10017 | | | | | | | | | | | | | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 11 | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>09352623</td> </tr> <tr> <td>Application Number:</td> <td>09352625</td> </tr> <tr> <td>Application Number:</td> <td>09352398</td> </tr> <tr> <td>Application Number:</td> <td>09352626</td> </tr> <tr> <td>Application Number:</td> <td>09351857</td> </tr> <tr> <td>Application Number:</td> <td>09951001</td> </tr> <tr> <td>Application Number:</td> <td>09950963</td> </tr> <tr> <td>Application Number:</td> <td>09950941</td> </tr> <tr> <td>Application Number:</td> <td>10162621</td> </tr> <tr> <td>Application Number:</td> <td>10162625</td> </tr> <tr> <td>Application Number:</td> <td>10162622</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 09352623 | Application Number: | 09352625 | Application Number: | 09352398 | Application Number: | 09352626 | Application Number: | 09351857 | Application Number: | 09951001 | Application Number: | 09950963 | Application Number: | 09950941 | Application Number: | 10162621 | Application Number: | 10162625 | Application Number: | 10162622 |
| Property Type | Number | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 09352623 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 09352625 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 09352398 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 09352626 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 09351857 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 09951001 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 09950963 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 09950941 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 10162621 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 10162625 | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 10162622 | | | | | | | | | | | | | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | | | | | | | | | | | | | |

Fax Number: (214)760-3003
Phone: 2147603000
Email: BradEllis@carrip.com
Correspondence will be sent via US Mail when the email attempt is unsuccessful.
Correspondent Name: GREGORY W. CARR - CARR LLP
Address Line 1: 6170 RESEARCH ROAD
Address Line 2: SUITE 111
Address Line 4: FRISCO, TEXAS 75033

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| ATTORNEY DOCKET NUMBER: | DGS UCC-1-CIP |
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| NAME OF SUBMITTER: | BRADLEY ELLIS |
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| Signature: | /Bradley Ellis/ |
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| Date: | 10/31/2013 |
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ASSIGNMENT
(multiple inventors)

WHEREAS, We, Rick W. LANDSMAN, ASSIGNOR

citizen of U.S.A., residing at 8 Rampart Pass, P.O. Box 206, Waccabuc, New York 10597; and

Wei-Yeh LEE, ASSIGNOR

citizen of U.S.A., residing at 140 W. 58th St. Apt. 9-C, New York, New York 10019;

are the inventors of the invention in: A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING AND FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT, SO DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE TO A USER CLICK-STREAM

for which we have filed an application for a Patent of the United States on January 26, 1999 as Serial No. 09/237,718;

and WHEREAS, Unicast Communications Corporation, a corporation of Delaware, having a place of business at 360 Madison Avenue, 17th Floor, New York, NY 10017, ASSIGNEE

is desirous of obtaining the entire right, title and interest in, to and under the invention and the application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to each of us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention, and the United States application and all divisions, renewals and continuations (including all continuation-in-part applications) thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International

Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

The undersigned hereby grant(s) the law firm of Michaelson & Wallace 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 U.S. Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____, 19____.

Rick W. Landsman 3/11/99
Rick W. LANDSMAN, ASSIGNOR

Wei-Yeh Lee 03/04/99
Wei-Yeh LEE, ASSIGNOR

(U1CIPASN/1)

RECORDED: 03/22/1999

RECORDED: 10/31/2013

PATENT
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PATENT
REEL: 031524 FRAME: 0184