

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2600859

| 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>ALBERT JOHN MCGOWAN</td> <td>10/31/2013</td> </tr> <tr> <td>NICHOLAS MAULTSBY</td> <td>10/31/2013</td> </tr> <tr> <td>NICO T.J. HUFFMAN</td> <td>10/30/2013</td> </tr> <tr> <td>CHRISTIAN D. MOOSMAN</td> <td>10/30/2013</td> </tr> </tbody> </table> | | Name | Execution Date | ALBERT JOHN MCGOWAN | 10/31/2013 | NICHOLAS MAULTSBY | 10/31/2013 | NICO T.J. HUFFMAN | 10/30/2013 | CHRISTIAN D. MOOSMAN | 10/30/2013 |
| Name | Execution Date | | | | | | | | | | |
| ALBERT JOHN MCGOWAN | 10/31/2013 | | | | | | | | | | |
| NICHOLAS MAULTSBY | 10/31/2013 | | | | | | | | | | |
| NICO T.J. HUFFMAN | 10/30/2013 | | | | | | | | | | |
| CHRISTIAN D. MOOSMAN | 10/30/2013 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>UNICORN MEDIA, INC.</td> </tr> <tr> <td>Street Address:</td> <td>24 WEST 5TH STREET</td> </tr> <tr> <td>City:</td> <td>TEMPE</td> </tr> <tr> <td>State/Country:</td> <td>ARIZONA</td> </tr> <tr> <td>Postal Code:</td> <td>85281</td> </tr> </table> | | Name: | UNICORN MEDIA, INC. | Street Address: | 24 WEST 5TH STREET | City: | TEMPE | State/Country: | ARIZONA | Postal Code: | 85281 |
| Name: | UNICORN MEDIA, INC. | | | | | | | | | | |
| Street Address: | 24 WEST 5TH STREET | | | | | | | | | | |
| City: | TEMPE | | | | | | | | | | |
| State/Country: | ARIZONA | | | | | | | | | | |
| Postal Code: | 85281 | | | | | | | | | | |
| 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>14069961</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 14069961 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 14069961 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| <p>Fax Number: (303)571-4321</p> <p>Phone: 303.571.4000</p> <p>Email: smcmillan@kilpatricktownsend.com</p> <p><i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i></p> <p>Correspondent Name: KILPATRICK TOWNSEND & STOCKTON LLP</p> <p>Address Line 1: TWO EMBARCADERO CENTER</p> <p>Address Line 2: EIGHTH FLOOR</p> <p>Address Line 4: SAN FRANCISCO, CALIFORNIA 94111-3834</p> | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 92853-882529 (003400US) | | | | | | | | | | |
| NAME OF SUBMITTER: | SCOTT L. MCMILLAN | | | | | | | | | | |

| | |
|--|--------------------------------------|
| Signature: | /Scott L. McMillan, Reg. No. 62,079/ |
| Date: | 11/01/2013 |
| Total Attachments: 1 source=92853-882529_Assignment#page1.tif | |

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Albert John McGowan of Phoenix, AZ; Nicholas Maultsby of Phoenix, AZ; Niko T.J. Huffman of Chandler, AZ; and Christian D. Moosman of Phoenix, AZ, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: LIVE AD PROCESSING ENGINE SERVICE

Date(s) of execution of Declaration:

Filing Date: November 1, 2013

Application No.: 14/069,961; and

WHEREAS, UNICORN MEDIA, INC., located at 24 West 5th Street, Tempe, AZ 85281, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignor, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Kilpatrick Townsend & Stockton LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

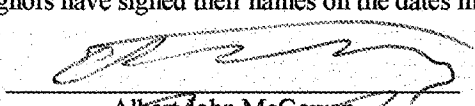
IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 10-31-13

Dated: 10/31/2013

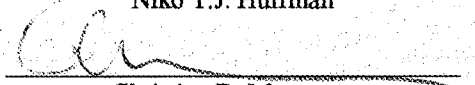
Dated: 10/30/2013

Dated: 10/30/2013


Albert John McGowan


Nicholas Maultsby


Niko T.J. Huffman


Christian D. Moosman