

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Dwight Allen Merriman	01/23/1997
Kevin J. O'Connor	01/23/1997
RECEIVING PARTY DATA	
Name:	DOUBLECLICK, INC.
Street Address:	28 WEST 23RD STREET
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10010
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13336738
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ATTORNEY DOCKET NUMBER:	16113-1341RE2
NAME OF SUBMITTER:	NANCY GRANT
Signature:	/Nancy Grant/
Date:	11/26/2013
Total Attachments: 1 source=Assignment Inventors to DoubleClick (from parent)#page1.tif	

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ASSIGNMENT

Attorney Docket No. 8526PD5168

(1-8) *Insert Name(s) of Inventor(s)*

(1) <u>DWIGHT ALLEN MERRIMAN</u>	(5) _____
(2) <u>KEVIN JOSEPH O'CONNOR</u>	(6) _____
(3) _____	(7) _____
(4) _____	(8) _____

In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to

(9) <i>Insert name of Assignee</i>	(9) <u>DOUBLECLICK, INC.</u>
(10) <i>Insert state of Incorporation of Assignee</i>	(10) <u>Delaware</u>
(11) <i>Insert address of Assignee</i>	(11) of <u>28 West 23rd Street, New York, NY 10010</u> (hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention known as
(12) <i>Insert identification of Invention, such as Title, Case Number or Foreign Application Number</i>	(12) <u>METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS</u> (Case No. <u>8526PD5168</u> now <u>USN 08/738,634</u>) for which the undersigned has (have) executed an application for patent in the United States of America
(13) <i>Insert Date of Signing of Application</i>	(13) on <u>1/23/97</u>

1) The undersigned agree(s) to execute all papers necessary in connection with an application in each of the countries of Schedule A and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not execute, any agreement in conflict herewith.

6) *The undersigned hereby appoints* STUART LUBITZ, Reg. No. 20,680; RICHARD H. ZAITLEN, Reg. No. 27,248; ALEX CHARTOVE, Reg. No. 31,942; DAVID M. SIMON, Reg. No. 32,756; JAY M. FINKELSTEIN, Reg. No. 21,082; ROGER R. WISE, Reg. No. 31,204; WILLIAM K. KONRAD, Reg. No. 28,868; LOUIS A. MOK, Reg. No. 22,585; JOHN P. SCHERLACHER, Reg. No. 23,009; GARY D. MANN, Reg. No. 34,867; DON F. LIVORNESE, Reg. No. 32,040; TED R. RITTMASER, Reg. No. 32,933; PAUL H. KOVELMAN, Reg. No. 35,228; PAUL G. NAGY, Reg. No. 37,896; HIDEO KODA, Reg. No. 27,729, and WEI-NING YANG, Reg. No. 38,690 *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 United States Patent and Trademark Office for recordation of this document. 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 United States Patent and Trademark Office for recordation of this document.*

Date: <u>1/23/97</u>	Signature of Inventor <u>[Signature]</u>
Date: <u>1/23/97</u>	Signature of Inventor <u>[Signature]</u>

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