

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2663806

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
RUBICON-FAN, INC. (F/K/A FOX AUDIENCE NETWORK, INC.)		12/30/2013
RECEIVING PARTY DATA		
Name:	THE RUBICON PROJECT, INC.	
Street Address:	12181 BLUFF CREEK DRIVE	
Internal Address:	4TH FLOOR	
City:	PLAYA VISTA	
State/Country:	CALIFORNIA	
Postal Code:	90094	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Patent Number:	8554683	
CORRESPONDENCE DATA		
Fax Number:	(214)259-0910	
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<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>		
Correspondent Name:	DENTONS US LLP	
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ATTORNEY DOCKET NUMBER:	RUBI.004US	
NAME OF SUBMITTER:	GARY B. SOLOMON	
Signature:	/Gary B. Solomon/	
Date:	12/31/2013	
Total Attachments: 2 source=fox1#page1.tif source=fox1#page2.tif		

OP \$40.00 8554683

ASSIGNMENT OF UNITED STATES PATENTS AND PATENT APPLICATIONS

Whereas, Rubicon-FAN, Inc. (f/k/a Fox Audience Network, Inc.), a Delaware corporation, having a place of business at 12181 Bluff Creek Drive, 4th Floor, Playa Vista, CA 90094 (hereinafter "Assignor") is the sole owner of the entire right, title and interest in and to the United States Letters Patents and Patent Applications described in Schedule A attached hereto and made a part hereof (hereinafter "Patents"); and

Whereas, The Rubicon Project, Inc., a Delaware corporation, having a place of business at 12181 Bluff Creek Drive, 4th Floor, Playa Vista, CA 90094 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to the Patents.

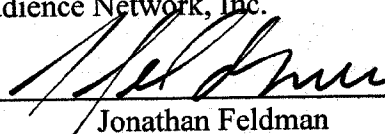
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer Assignor's entire right, title and interest in and to the Patents and all reissues and extensions thereof, including all claims, if any, which may have arisen for infringement of the patents prior to the date of this assignment, all said rights to be held and enjoyed by the Assignee for its own use and for the use of its successors, assigns or other legal representatives, to the full end of the term for which the Patents have been or will be granted, extended or reissued, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made.

Assignor further agrees that Assignor will, without demanding any further consideration therefore, at the request but at the expense of Assignee, do all lawful and just acts, including the execution and acknowledgment of instruments, that may be or become necessary for obtaining, sustaining, or reissuing the Patents, and for maintaining and perfecting Assignee's right to the Patents.

IN WITNESS WHEREOF, Assignor has caused these presents to be signed by its duly authorized officer below named effective as of the date written below.

Fox Audience Network, Inc.

By


Jonathan Feldman

Title Assistant Secretary

Date December 30, 2013

SCHEDULE A

UNITED STATES PATENTS

<u>PATENT NO.</u>	<u>ISSUE DATE</u>	<u>TITLE</u>
8,554,683	10/08/2013	Content Security got Real-Time Bidding

UNITED STATES PATENT APPLICATIONS

<u>SERIAL NO.</u>	<u>FILING DATE</u>	<u>TITLE</u>
13/091,121	04/20/2011	Managing Bids in a Real-Time Auction for Advertisements
12/701,225	02/05/2010	Applications for Auction for Each Individual As Impression

NON-UNITED STATES PATENT APPLICATIONS

<u>SERIAL NO.</u>	<u>COUNTRY</u>	<u>FILING DATE</u>	<u>TITLE</u>
11163506.6	Europe	04/21/2011	Managing Bids in a Real-Time Auction for Advertisements
2673352	Canada	12/18/2007	Auction for Each Individual As Impression