

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2671762

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>MATTHEW EMANS</td> <td>01/07/2014</td> </tr> <tr> <td>JOHN HOCTOR</td> <td>12/30/2013</td> </tr> <tr> <td>JONATHAN A. TURNER</td> <td>01/03/2014</td> </tr> </tbody> </table>		Name	Execution Date	MATTHEW EMANS	01/07/2014	JOHN HOCTOR	12/30/2013	JONATHAN A. TURNER	01/03/2014		
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<table border="1"> <tr> <td>Name:</td> <td>UNITED VIDEO PROPERTIES, INC.</td> </tr> <tr> <td>Street Address:</td> <td>2830 DE LA CRUZ BOULEVARD</td> </tr> <tr> <td>City:</td> <td>SANTA CLARA</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95050</td> </tr> </table>		Name:	UNITED VIDEO PROPERTIES, INC.	Street Address:	2830 DE LA CRUZ BOULEVARD	City:	SANTA CLARA	State/Country:	CALIFORNIA	Postal Code:	95050
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CORRESPONDENCE DATA											
Fax Number:	(617)235-9492										
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ATTORNEY DOCKET NUMBER:	003597-0985-101										
NAME OF SUBMITTER:	PETRA VALENTIN										
Signature:	/PETRA VALENTIN/										
Date:	01/08/2014										

PATENT

Total Attachments: 9

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A S S I G N M E N T

Whereas we,

- 1) Matthew Emans;
- 2) John Hocter; and
- 3) Jonathan Turner;

residing, respectively, at:

- 1) 73 Dartmouth Street #4
Boston, MA 02116;
- 2) 50 Concord Street
Newton, MA 02462;
- 3) 17 Kennedy Drive
Nashua, NH 03060;

have made an invention in:

**SYSTEMS AND METHODS FOR PROVIDING AN
INTERFACE FOR DATA DRIVEN MEDIA PLACEMENT**

filed December 27, 2013 and assigned U.S. Patent Application
Serial Number 14/142,223; and

WHEREAS, UNITED VIDEO PROPERTIES, INC., a corporation
organized and existing under the laws of the State of Delaware
and having an office and place of business at 2830 De La Cruz
Boulevard, Santa Clara, CA 95050, is desirous of acquiring the
entire interest in said invention, said United States patent
application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in
consideration of the sum of One Dollar (\$1.00) to each of us
paid, and other good and valuable consideration, the receipt and
sufficiency of which is hereby acknowledged, each of us hereby
sells, assigns and transfers unto the said UNITED VIDEO
PROPERTIES, INC., its successors, assigns and legal

representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and each of us hereby authorizes and requests competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES, INC. as the assignee of the entire interest therein; and each of us further agrees to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

As the inventors, we declare as follows:

The above-identified application was made or authorized to be made by us. We believe that we are the original inventors or original joint inventors of a claimed invention in the application. We hereby acknowledge that any willful false statement made in the declaration set forth in this paragraph is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the dates indicated hereinafter.

1/7/2014

/Matthew Emans/

Date

Matthew Emans

Date

John Hocter

Date

Jonathan Turner

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