

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT2690918

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>JASON LAP-WING KOO</td> <td>01/17/2014</td> </tr> <tr> <td>CHARLES SCOTT GLOMMEN</td> <td>01/17/2014</td> </tr> </tbody> </table>		Name	Execution Date	JASON LAP-WING KOO	01/17/2014	CHARLES SCOTT GLOMMEN	01/17/2014				
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JASON LAP-WING KOO	01/17/2014										
CHARLES SCOTT GLOMMEN	01/17/2014										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>TEALIUM INC.</td> </tr> <tr> <td>Street Address:</td> <td>11085 TORREYANA ROAD</td> </tr> <tr> <td>City:</td> <td>SAN DIEGO</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>92121</td> </tr> </table>		Name:	TEALIUM INC.	Street Address:	11085 TORREYANA ROAD	City:	SAN DIEGO	State/Country:	CALIFORNIA	Postal Code:	92121
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CORRESPONDENCE DATA											
<p>Fax Number: (949)760-9502</p> <p>Phone: 9497600404</p> <p>Email: efilings@knobbe.com</p> <p><i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i></p> <p>Correspondent Name: KNOBBE, MARTENS, OLSON & BEAR LLP</p> <p>Address Line 1: 2040 MAIN STREET</p> <p>Address Line 2: 14TH FLOOR</p> <p>Address Line 4: IRVINE, CALIFORNIA 92614</p>											
ATTORNEY DOCKET NUMBER:	TEALM.006A										
NAME OF SUBMITTER:	JACOB PETERSON										
Signature:	/Jacob Peterson/										
Date:	01/21/2014										

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Total Attachments: 4

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PATENT

REEL: 032011 FRAME: 0727

COMBINED DECLARATION & ASSIGNMENT (37 CFR 1.63(e))

Application Data Sheet filed previously or concurrently

Docket No.: TEALM.006A

Page 1 of 4

Title: ACTIVATION OF DORMANT FEATURES IN NATIVE APPLICATIONS

Inventors: Jason Lap-Wing Koo and Charles Scott Glommen

Declaration

This Declaration is directed to the application identified above that:

Is attached, where "attached" means filed concurrently with.

As a named inventor, I declare that:

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

I have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

Assignment from Inventors

WHEREAS, **above-identified inventors** (individuals hereinafter "ASSIGNORS") invented certain new and useful improvements, technology, inventions, developments, ideas, ornamental designs, or discoveries, and hereby assign or are under an obligation to assign to the below identified Assignee the above-titled application (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States (identified above) has been prepared for filing with the United States Patent and Trademark Office (hereinafter the "Application").

AND WHEREAS, **Tealium Inc.**, a California Corporation, with its principal place of business at 11085 Torreyana Road, San Diego, California 92121 (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Application and the Work.

NOW, THEREFORE, for good and valuable consideration of which receipt is hereby acknowledged, ASSIGNORS hereby acknowledge that ASSIGNORS have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work, including all patent properties filed or issued upon the Application and the Work; where "Patent Properties" include, but are not limited to:

all provisional applications relating thereto (including but not limited to U.S. Provisional Application Nos. **61/755362**, filed **January 22, 2013**; **61/872530**, filed **August 30, 2013**; **61/889,876**, filed **October 11, 2013**; **61/900,274**, filed **November 5, 2013**; and **61/896,351**, filed **October 28, 2013**);

all nonprovisional applications claiming priority to the aforementioned provisionals and/or the present Application, including, all divisions, continuations, continuations-in-part, and reissues, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof; and

all rights of priority under International Conventions and any related Letters Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof.

COMBINED DECLARATION & ASSIGNMENT (37 CFR 1.63(e))*Application Data Sheet filed previously or concurrently*

Docket No.: TEALM.006A

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Title: ACTIVATION OF DORMANT FEATURES IN NATIVE APPLICATIONS

Inventors: Jason Lap-Wing Koo and Charles Scott Glommen

ASSIGNORS hereby acknowledge the ASSIGNEE as the Applicant for all aforementioned patent properties, and authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all related Letters Patent to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNORS DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assign all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNORS DO HEREBY covenant and agree that ASSIGNORS will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNORS respecting the Work, and testify in any legal proceeding, assist in the preparation of any other Patent Property relating to the Application and the Work or any improvements made thereto, sign/execute all lawful papers, authorize the filing of and execute and make all rightful oaths and/or declarations in connection with the Application and the Work including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

COMBINED DECLARATION & ASSIGNMENT (37 CFR 1.63(e))

Application Data Sheet filed previously or concurrently

Docket No.: TEALM.006A

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Title: ACTIVATION OF DORMANT FEATURES IN NATIVE APPLICATIONS

Inventors: Jason Lap-Wing Koo and Charles Scott Glommen

Legal Name of inventor: Jason Lap-Wing Koo

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17th day of January, 2014.

Signature: _____

Signature before a Notary is desirable but not required.

STATE OF CALIFORNIA

COUNTY OF San Diego

ss. _____

On 1-17-2014, before me, Emil Tunivants, notary public, personally appeared Jason Lap-Wing Koo who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

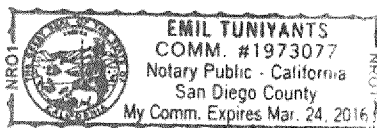
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

Emil Tunivants Notary Public



COMBINED DECLARATION & ASSIGNMENT (37 CFR 1.63(e))

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Page 4 of 4

Title: ACTIVATION OF DORMANT FEATURES IN NATIVE APPLICATIONS

Inventors: Jason Lap-Wing Koo and Charles Scott Glommen

Legal Name of inventor: Charles Scott Glommen

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17 day of January, 2014.

Signature: _____

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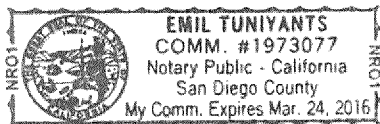
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WITNESS my hand and official seal.

[SEAL]

Notary Signature

Emil Tuniyants, Notary Public



DECASSIGN

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