

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2709067

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>JOHN HUGHES</td> <td>01/27/2014</td> </tr> <tr> <td>ADAM ROSE</td> <td>01/27/2014</td> </tr> <tr> <td>JOHN M. TRENKLE</td> <td>01/27/2014</td> </tr> <tr> <td>KEVIN THAKKAR</td> <td>01/27/2014</td> </tr> <tr> <td>JASON LOPATECKI</td> <td>01/27/2014</td> </tr> </tbody> </table>		Name	Execution Date	JOHN HUGHES	01/27/2014	ADAM ROSE	01/27/2014	JOHN M. TRENKLE	01/27/2014	KEVIN THAKKAR	01/27/2014	JASON LOPATECKI	01/27/2014
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JASON LOPATECKI	01/27/2014												
RECEIVING PARTY DATA													
Name:	TUBEMOGUL, INC.												
Street Address:	1250 53RD STREET, SUITE 1												
City:	EMERYVILLE												
State/Country:	CALIFORNIA												
Postal Code:	94608												
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>14167183</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14167183								
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CORRESPONDENCE DATA													
Fax Number:	(714)557-3347												
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NAME OF SUBMITTER:	ROGER W. BLAKELY, JR., REG. NO. 25,831												

Signature:	/RWB/
Date:	01/31/2014
Total Attachments: 2 source=9695P003_Assignment#page1.tif source=9695P003_Assignment#page2.tif	

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, the below-named inventor(s):

John Hughes; Adam Rose; John M. Trenkle; Kevin Thakkar; Jason Lopatecki

hereby sell, assign, and transfer to

TubeMogul, Inc.

a Corporation of California, having a principal place of business at 1250 53rd Street, Suite 1, Emeryville, California 94608 United States ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which for the non-provisional application may have a declaration executed by the undersigned prior hereto or concurrently herewith and which application (provisional or non-provisional) is entitled

Systems and Methods for Predicting and Pricing of Gross Rating Point Scores by Modeling Viewer Data

said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

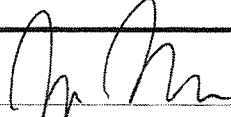
United States Patent Application Number _____ filed _____,

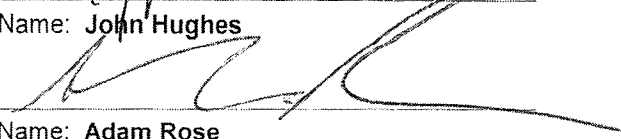
and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or legal representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.


Each Inventor: Please Sign and Date Below:

1-27-2014 
Date Name: **John Hughes**

1-27-2014 
Date Name: **Adam Rose**

1/27/2014 
Date Name: **John M. Trenkle**

1/27/2014 
Date Name: **Kevin Thakkar**

1/27/2014 
Date Name: **Jason Lopatecki**

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