

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT2710100

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>CHARLES WALSH SUGNET</td> <td>07/08/2009</td> </tr> <tr> <td>JOSEPH HARLAN SHOOP</td> <td>07/08/2009</td> </tr> <tr> <td>PAUL G SUTTER</td> <td>07/08/2009</td> </tr> <tr> <td>KONRAD S FELDMAN</td> <td>07/08/2009</td> </tr> </tbody> </table>		Name	Execution Date	CHARLES WALSH SUGNET	07/08/2009	JOSEPH HARLAN SHOOP	07/08/2009	PAUL G SUTTER	07/08/2009	KONRAD S FELDMAN	07/08/2009		
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Quantcast Corporation</td> </tr> <tr> <td>Street Address:</td> <td>201 3rd Street</td> </tr> <tr> <td>Internal Address:</td> <td>Floor 2</td> </tr> <tr> <td>City:</td> <td>San Francisco</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94103</td> </tr> </table>		Name:	Quantcast Corporation	Street Address:	201 3rd Street	Internal Address:	Floor 2	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94103
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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>13929149</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13929149								
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CORRESPONDENCE DATA													
Fax Number: (415)236-6094 Phone: 4155905810 Email: IPTeam@quantcast.com <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> Correspondent Name: RENEE JACOWITZ Address Line 1: 201 3RD STREET Address Line 2: FLOOR 2 Address Line 4: SAN FRANCISCO, CALIFORNIA 94103													
ATTORNEY DOCKET NUMBER:	QUANT-P070												
NAME OF SUBMITTER:	RENEE JACOWITZ												

PATENT

Signature:	/Renee Jacowitz/
Date:	02/03/2014
Total Attachments: 2 source=QUANTCASTp018assignment#page1.tif source=QUANTCASTp018assignment#page2.tif	

Patent Assignment

For good and valuable consideration, the receipt of which is hereby acknowledged, Charles Walsh Sugnet, Joseph Harlan Shoop, Paul G. Sutter and Konrad S. Feldman (collectively the "ASSIGNOR") has sold, assigned, and transferred and does hereby sell, assign, and transfer to Quamcast, ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following patents and patent applications:

- (a) Patent Application No. 12/498,628 titled "Audience Segment Selection";
- (b) All patent applications from which patent (a) was derived.

(the "PATENTS AND APPLICATIONS");

2. The entire worldwide right, title, and interest in and to:
(a) the PATENTS AND APPLICATIONS; (b) all PATENTS AND APPLICATIONS claiming priority from the PATENTS AND APPLICATIONS; (c) all divisional, continuation, continuation-in-part, substitute, request for continued examination, renewal, reexamination, reissue, and other related extensions and applications thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the PATENTS AND APPLICATIONS; and

3. All rights to recover damages for past, present, and future infringement of the PATENTS AND APPLICATIONS and for infringement of provisional rights therein.

ASSIGNOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

ASSIGNOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE will consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. ASSIGNOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

ASSIGNOR represents that ASSIGNOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the ASSIGNOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

ASSIGNOR grants the patent practitioners of record the power to insert on this Assignment any further identification that 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.

Title of Document: ASSIGNMENT

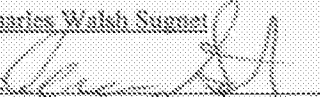
Title: " Audience Segment Selection "

Filed: July 7, 2009

Application No.: 12/498,628

This Assignment between ASSIGNOR and Quantcast may be executed in one or more counterparts, each of which will be deemed an original and all of which may be taken together as one and the same Assignment.

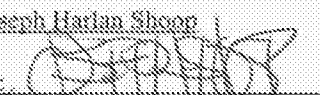
Name: Charles Walsh Sugnet

Signature: 

Date of Signature: 7/8

2009

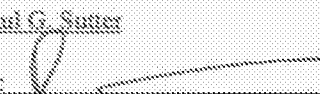
Name: Joseph Harlan Shoop

Signature: 

Date of Signature: 7/5/

2009

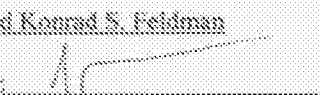
Name: Paul G. Sutter

Signature: 

Date of Signature: 7/8/

2009

Name: and Konrad S. Feldman

Signature: 

Date of Signature: 7/8

2009

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RECORDED: 02/03/2014

REEL: 032152 FRAME: 0367