PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT2723231

SUBMISSION TYPE:	NEW ASSIGNMENT

NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
JUMPTAP, INC.	01/07/2014

RECEIVING PARTY DATA

Name:	MILLENNIAL MEDIA, INC.
Street Address:	2400 BOSTON STREET - SUITE 200
City:	BALTIMORE
State/Country:	MARYLAND
Postal Code:	21224

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11928960

CORRESPONDENCE DATA

Fax Number:
Phone: 617-301-4580
Email: alex.detschelt@millennialmedia.com
Correspondence will be sent via US Mail when the email attempt is unsuccessful.
Correspondent Name: MILLENNIAL MEDIA, INC.
Address Line 1:   155 SEAPORT BOULEVARD
Address Line 2:   8TH FLOOR
Address Line 4:   BOSTON, MASSACHUSETTS 02210

NAME OF SUBMITTER:	ALEXANDER DETSCHELT

Signature:	/Alexander Detschelt/

Date:	02/11/2014

Total Attachments: 7
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RECORDATION FORM COVER SHEET
PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Jumptap, Inc.

Additional name(s) of conveying party(ies) attached? ☐ Yes ☑ No

2. Name and address of receiving party(ies)

Name: Millennial Media, Inc.

Internal Address: _____

Street Address: 2400 Boston Street - Suite 200

City: Baltimore

State: MD

Country: _____ Zip: 21224

Additional name(s) & address(es) attached? ☐ Yes ☑ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 01/07/2014

☑ Assignment   ☐ Merger
☐ Security Agreement   ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other_____

4. Application or patent number(s): ☐ This document serves as an Oath/Declaration (37 CFR 1.63).

A. Patent Application No.(s)

11/928,960

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☑ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Millennial Media, Inc.

Internal Address: _____

Street Address: 155 Seaport Boulevard - 8th floor

City: Boston

State: MA   Zip: 02210

Phone Number: 617-301-4550

Docket Number: _____

Email Address: _____

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) $_____

☐ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

Deposit Account Number _____

Authorized User Name _____

9. Signature:

/Alexander Detschelt/   February 11, 2014

Signature   Date

Alexander Detschelt
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: **-1-**

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450
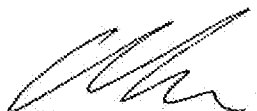
PATENT ASSIGNMENT

WHEREAS, Jumptap, Inc., a Delaware corporation, located at 155 Seaport Boulevard, 8th Floor, Boston, MA 02210, (hereinafter called "Assignor"), is the sole and exclusive owner, by assignment, of each patent and patent application listed in the accompanying Schedule A and the inventions and improvements covered thereby; and

WHEREAS, Millennial Media, Inc., a Delaware corporation, located at 2400 Boston Street, Suite 200, Baltimore, MD 21224, (hereinafter called "Assignee"), is desirous of acquiring the Assignor's entire right, title and interest in and to each patent and patent application and the inventions and improvements covered thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to each patent and patent application listed in the accompanying Schedule A and the inventions and improvements covered thereby for the United States and all foreign countries, and all continuations, divisions, renewals, extensions, or substitutes thereof, and any reissue, reissues, reexamination or reexaminations of each said patent and patent application which may be granted, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which each said patent and patent application may be granted, reissued or reexamined, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made; together with all claims for damages by reason of past infringement of said patent, with the right to sue for and collect the same for its own use and for the use of its successors, assigns or other legal representatives.
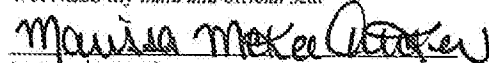
Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.
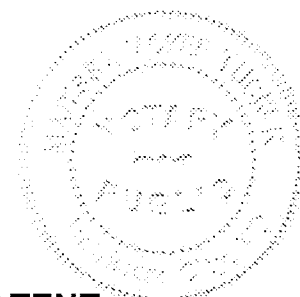
Dated: ___1/7/14___   By: _____

Ho Shin
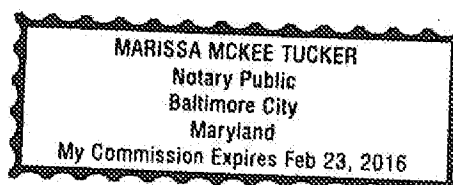Chief Financial Officer and Secretary

State of Maryland   County of Baltimore City

On Jan. 7, 2014 (date), before me, Marissa McKee Tucker (name of notary), personally appeared Ho Shin (signer).

WITNESS my hand and official seal

Marissa McKee Tucker
(notary signature)

My Commission Expires: Feb 23, 2016

MARISSA MCKEE TUCKER
Notary Public
Baltimore City
Maryland
My Commission Expires Feb 23, 2016

SCHEDULE A

App. No.	Filing Date	Title
14028480	9/16/2013	Managing Payment For Sponsored Content Presented To Mobile Communication Facilities
11271164	11/11/2005	Managing Sponsored Content Based on Device Characteristics
13752283	1/28/2013	Presentation of Sponsored Content On Mobile Communication Facilities
11274905	11/14/2005	Managing Sponsored Content Based On Geographic Region
11274884	11/14/2005	Managing Sponsored Content Based On Transaction History
13680065	11/18/2012	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13681387	11/19/2012	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13226479	9/6/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13226491	9/6/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13229679	9/10/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13229681	9/10/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13229683	9/10/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13229685	9/10/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13229688	9/10/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13231906	9/13/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13231909	9/13/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13707333	12/6/2012	Presenting Sponsored Content On a Mobile Communication Facility
13231918	9/13/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
12533689	7/31/2009	User Characteristic Influenced Search Results
11337112	1/19/2006	User Transaction History Influenced Search Results
11347826	2/3/2006	Preventing Mobile Communication Facility Click Fraud
13620688	9/14/2012	Presentation of Sponsored Content on Mobile Device Based on Transaction Event
13872910	4/29/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13872975	4/29/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13872978	4/29/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
14022149	9/9/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13913503	6/9/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13913505	6/9/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13913507	6/9/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13919992	6/17/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13919994	6/17/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13920001	6/17/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
14022151	9/9/2013	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
14033420	9/20/2013	Interaction Analysis and Prioritization of Mobile Content
13232995	9/14/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
12719588	3/8/2010	Dynamic Bidding and Expected Value
13219626	8/27/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13235478	9/18/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
11382262	5/8/2006	Increasing Mobile Interactivity
11382618	5/10/2006	Mobile Comparison Shopping

12691507	1/21/2010	Presentation of Sponsored Content Based on Device Characteristics
13031504	2/21/2011	Mobile Campaign Creation
12499585	7/08/2009	Contextual Mobile Content Placement On a Mobile Communication Facility
13276300	10/18/2011	Mobile Content Cross-Inventory Yield Optimization
13074103	3/29/2011	Mobile Search Service Instant Activation
11553713	10/27/2006	On-Off Handset Search Box
13021452	2/4/2011	Targeting Advertising Content to a Plurality of Mobile Communication Facilities Operated By the Same User
13236643	9/20/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
13235459	9/18/2011	Exclusivity Bidding for Mobile Sponsored Content
13235461	9/18/2011	Exclusivity Bidding for Mobile Sponsored Content
13219703	8/28/2011	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
11928960	10/30/2007	Idle Screen Advertising
11928990	10/30/2007	Interactive Mobile Advertisement Banners
11929016	10/30/2007	Location Based Mobile Shopping Affinity Program
11929039	10/30/2007	Using a Mobile Communication Facility for Offline Ad Searching
13650970	10/12/2012	Realtime Surveying Within Mobile Sponsored Content
11929096	10/30/2007	Methods and Systems for Mobile Coupon Tracking
13031508	2/21/2011	Use of Dynamic Content Generation Parameters Based on Previous Performance of Those Parameters
11929171	10/30/2007	Associating Mobile and Non-Mobile Web Content
13937166	7/8/2013	Embedding Sponsored Content in Mobile Applications
13959693	8/5/2013	Mobile Dynamic Advertisement Creation and Placement
13278151	10/20/2011	Categorization of a Mobile User Profile Based on Browse and Viewing Behavior
12400138	3/9/2009	Aggregation and Enrichment of Behavioral Profile Data Using a Monetization Platform
12400153	3/9/2009	Syndication of a Behavioral Profile Associated With an Availability Condition Using a Monetization Platform
12400166	3/9/2009	Syndication of a Behavioral Profile Using a Monetization Platform
13674720	11/12/2012	Revenue Models Associated With Syndication of a Behavioral Profile Using a Monetization Platform
12400199	3/9/2009	Using Mobile Application Data Within a Monetization Platform
13662888	10/29/2012	Management of Multiple Ad Inventories Using a Monetization Platform
13417249	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417280	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417281	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417282	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417284	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417285	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417286	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
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13417288	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417289	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
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13417293	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417294	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417295	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers

13417296	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417297	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417298	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417300	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417301	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417302	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417303	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417304	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417306	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417307	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417308	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
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13417310	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417311	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417312	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13417313	3/11/2012	A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers
13752301	1/28/2013	Syndication of Behavioral and Third Party Datum From a Monetization Platform
13459179	4/28/2012	System for Targeting Advertising to Mobile Communication Facilities Using Third Party Data
13459219	4/29/2012	System for Targeting Advertising to Mobile Communication Facilities Using Third Party Data
13691020	11/30/2012	Identifying a Same User of Multiple Communication Devices Based on User Locations
13691037	11/30/2012	Identifying a Same User of Multiple Communication Devices Based on User Routes
13691054	11/30/2012	Identifying a Same User of Multiple Communication Devices Based on Application Use Patterns
13691089	11/30/2012	Creation of a Universal Profile of a User by Identifying Similar User-Managed Assets on a Plurality of Devices of the User
13668300	11/4/2012	System For Determining Interests of Users of Mobile and Non-Mobile Communication Devices Based on Data Received From a Plurality of Data Providers
61800505	3/15/2013	System For Predicting and Achieving Latent Conversions Through Mobile Device Use and System For Contextual, Publisher, and Advertiser Classification

Patent No.	Issue Date	Title
8,615,719	12/24/13	Managing Sponsored Content For Delivery To Mobile Communication Facilities
8,103,545	1/24/12	Managing Payment For Sponsored Content Presented To Mobile Communication Facilities
8,195,513	6/5/12	Managing Payment For Sponsored Content Presented To Mobile Communication Facilities
8,296,184	10/23/12	Managing Payment For Sponsored Content Presented To Mobile Communication Facilities
8,538,812	9/17/13	Managing Payment For Sponsored Content Presented To Mobile Communication Facilities
8,364,521	1/29/13	Presentation of Sponsored Content On Mobile Communication Facilities
7,660,581	2/9/10	Managing Sponsored Content Based On Usage History
7,865,187	1/4/11	Managing Sponsored Content Based On Usage History
8,340,666	12/25/12	Managing Sponsored Content Based On Usage History
7,899,455	3/1/11	Managing Sponsored Content Based On Usage History
8,050,675	11/1/11	Managing Sponsored Content Based On Usage History
8,351,933	1/8/13	Managing Sponsored Content Based On Usage History
7,769,764	8/3/10	Mobile Advertisement Syndication
8,041,717	10/18/11	Mobile Advertisement Syndication
8,560,537	10/15/13	Mobile Advertisement Syndication
7,752,209	7/6/10	Presenting Sponsored Content On a Mobile Communication Facility
8,099,434	1/17/12	Presenting Sponsored Content On a Mobile Communication Facility
8,131,737	3/6/12	User Profile-Based Presentation of Sponsored Mobile Content
8,316,031	11/20/12	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,615,505	12/24/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,332,397	12/11/12	Presenting Sponsored Content On a Mobile Communication Facility
7,603,360	10/13/09	Location Influenced Search Results
7,860,871	12/28/10	User History Influenced Search Results
7,577,665	8/18/09	User Characteristic Influenced Search Results
7,702,318	4/20/10	Presentation of Sponsored Content Based on Mobile Transaction Event
7,970,389	6/28/11	Presentation of Sponsored Content Based on Mobile Transaction Event
7,907,940	3/15/11	Presentation of Sponsored Content Based on Mobile Transaction Event
8,270,955	9/18/12	Presentation of Sponsored Content on Mobile Device Based on Transaction Event
8,483,671	7/9/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,175,585	5/8/12	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,180,332	5/15/12	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,509,750	8/13/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,433,297	4/30/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,532,633	9/10/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,515,400	8/20/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,515,401	8/20/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,463,249	6/11/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,467,774	6/18/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,457,607	6/4/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,494,500	7/23/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,489,077	7/16/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities

8,532,634	9/10/13	System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities
8,483,674	7/9/13	Presentation of Sponsored Content on Mobile Device Based on Transaction Event
8,583,089	11/12/13	Presentation of Sponsored Content on Mobile Device Based on Transaction Event
7,912,458	3/22/11	Interaction Analysis and Prioritization of Mobile Content
7,983,662	7/19/11	Interaction Analysis and Prioritization of Mobile Content
8,200,205	6/12/12	Interaction Analysis and Prioritization of Mobile Content
8,359,019	1/22/13	Interaction Analysis and Prioritization of Mobile Content
8,554,192	10/8/13	Interaction Analysis and Prioritization of Mobile Content
7,676,394	3/9/10	Dynamic Bidding and Expected Value
8,229,914	7/24/12	Mobile Content Spidering and Compatibility Determination
7,548,915	6/16/09	Contextual Mobile Content Placement On a Mobile Communication Facility
8,156,128	4/10/12	Contextual Mobile Content Placement On a Mobile Communication Facility
8,027,879	9/27/11	Exclusivity Bidding for Mobile Sponsored Content
8,238,888	8/7/12	Methods and Systems for Mobile Coupon Placement
8,620,285	10/16/12	Methods and Systems for Mobile Coupon Placement
8,290,810	6/26/12	Realtime Surveying Within Mobile Sponsored Content
8,209,344	7/9/13	Embedding Sponsored Content in Mobile Applications
8,484,234	12/31/13	Embedding Sponsored Content in Mobile Applications
8,195,133	6/5/12	Mobile Dynamic Advertisement Creation and Placement
8,301,125	10/30/12	Mobile Dynamic Advertisement Creation and Placement
8,503,995	8/6/13	Mobile Dynamic Advertisement Creation and Placement
8,131,271	3/6/12	Categorization of a Mobile User Profile Based on Browse Behavior
8,311,888	11/13/12	Revenue Models Associated With Syndication of a Behavioral Profile Using a Monetization Platform
8,302,030	10/30/12	Management of Multiple Ad Inventories Using a Monetization Platform
8,364,540	1/29/13	Contextual Targeting of Content Using a Monetization Platform