

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2723291

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| 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: | 13691020 |
| CORRESPONDENCE DATA | |
| Fax Number: | |
| Phone: | 617-301-4580 |
| Email: | alex.detschelt@millennialmedia.com |
| <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> | |
| 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 source=MMRecordation#page1.tif | |

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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

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

Execution Date(s) 01/07/2014

- | | |
|---|---|
| <input checked="" type="checkbox"/> Assignment | <input type="checkbox"/> Merger |
| <input type="checkbox"/> Security Agreement | <input type="checkbox"/> Change of Name |
| <input type="checkbox"/> Joint Research Agreement | |
| <input type="checkbox"/> Government Interest Assignment | |
| <input type="checkbox"/> Executive Order 9424, Confirmatory License | |
| <input type="checkbox"/> Other _____ | |

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

4. Application or patent number(s):

This document serves as an Oath/Declaration (37 CFR 1.63).

A. Patent Application No.(s)

B. Patent No.(s)

13/691,020

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-

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Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

PATENT

REEL: 032199 FRAME: 0073

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.

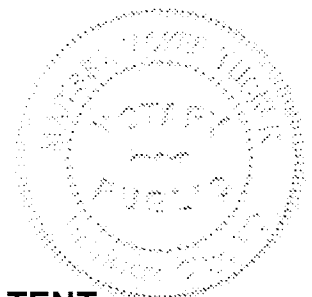
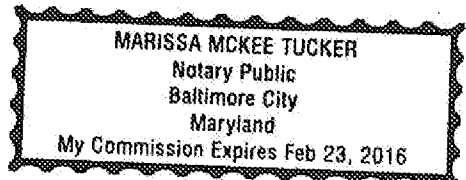
Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

Dated: 1/7/14 By: [Signature]
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



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 |

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| 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 |
| 13417287 | 3/11/2012 | A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers |
| 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 |
| 13417290 | 3/11/2012 | A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers |
| 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 |

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| 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 |
| 13417309 | 3/11/2012 | A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers |
| 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 |

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| 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 |