

## PATENT ASSIGNMENT COVER SHEET

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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>SHANKARA B SUBRAMANYA</td> <td>01/31/2014</td> </tr> <tr> <td>GIRISH NATARAJAN</td> <td>01/31/2014</td> </tr> <tr> <td>GUOXUN YUAN</td> <td>01/31/2014</td> </tr> <tr> <td>JUNHAO JIANG</td> <td>02/12/2014</td> </tr> <tr> <td>MADHUSUDAN MATHIHALLI</td> <td>01/31/2014</td> </tr> <tr> <td>CHRIS BOLTE</td> <td>02/06/2014</td> </tr> </tbody> </table>		Name	Execution Date	SHANKARA B SUBRAMANYA	01/31/2014	GIRISH NATARAJAN	01/31/2014	GUOXUN YUAN	01/31/2014	JUNHAO JIANG	02/12/2014	MADHUSUDAN MATHIHALLI	01/31/2014	CHRIS BOLTE	02/06/2014
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CHRIS BOLTE	02/06/2014														
RECEIVING PARTY DATA															
Name:	WAL-MART STORES, INC.														
Street Address:	702 S.W. 8TH ST.														
City:	BENTONVILLE														
State/Country:	ARKANSAS														
Postal Code:	72716														
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>14170096</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14170096										
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Application Number:	14170096														
CORRESPONDENCE DATA															
Fax Number:	(408)288-7542														
Phone:	4082887588														
Email:	Kim.VanDinh@stevenslawgroup.com														
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>															
Correspondent Name:	STEVENS LAW GROUP														
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Address Line 4:	SAN JOSE, CALIFORNIA 95110														
ATTORNEY DOCKET NUMBER:	WLMT-32600														
NAME OF SUBMITTER:	DAVID R. STEVENS														

PATENT

Signature:	/David R. Stevens/
Date:	02/12/2014
	This document serves as an Oath/Declaration (37 CFR 1.63).
<b>Total Attachments: 7</b> source=Assignment_Executed#page1.tif source=Assignment_Executed#page2.tif source=Assignment_Executed#page3.tif source=Assignment_Executed#page4.tif source=Assignment_Executed#page5.tif source=Assignment_Executed#page6.tif source=Assignment_Executed#page7.tif	

## ASSIGNMENT-STATEMENT

WHEREAS, Shankara B. Subramanya, Girish Natarajan, Guoxun Yuan, Junhao Jiang, Madhusudan Mathihalli, and Chris Bolte, made certain inventions or discoveries (or both) set forth in an Application for Letters Patent of the United States of America, bearing U.S. application serial number 14/170,096, entitled MANAGEMENT OF THE DISPLAY OF ONLINE AD CONTENT CONSISTENT WITH ONE OR MORE PERFORMANCE OBJECTIVES FOR A WEBPAGE AND/OR WEBSITE filed 1/31/2014.

WHEREAS, Wal-Mart Stores, Inc., 702 S.W. 8th St., Bentonville, AR, US 72716, together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the entire right, title and interest together with the benefits and privileges hereinafter recited

NOW, THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which I hereby acknowledge, on behalf of Assignor, I hereby, without reservation;

1. Assign, transfer and convey to Assignee any right, title and interest together with the benefits and privileges in and to said inventions and discoveries, said Application for Letters Patent or similar forms of protection of the United States of America, and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all conversions of provisional to non-provisional, divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said application, and any and all Letters Patent, reissues and extensions of Letters Patent or similar forms of protection granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries or groups of countries on any or all of said inventions and discoveries in our name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or any other relevant convention or treaty or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein, or otherwise as Assignee may direct;

4. Warrant that we have not knowingly conveyed to others any rights in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonable serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns which may be useful for establishing any facts of our conceptions, disclosures, and reduction to practice of said inventions or discoveries.

Title of Invention: MANAGEMENT OF THE DISPLAY OF ONLINE AD CONTENT CONSISTENT WITH ONE OR MORE PERFORMANCE OBJECTIVES FOR A WEBPAGE AND/OR WEBSITE

As the below named inventor, I hereby declare that:

This declaration is directed to the above-identified United States application number, filed on the above-identified date.

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 of a claimed invention in the application.

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

/Shankara B. Subramanya/

\_\_\_\_\_  
Shankara B. Subramanya

01/31/2014

\_\_\_\_\_  
Date

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/Girish Nath Natarajan/

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Girish Natarajan

01/31/2014

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Date

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/Guoxun Yuan/

\_\_\_\_\_  
Guoxun Yuan

01/31/2014

\_\_\_\_\_  
Date

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/ Junhao Jiang /

\_\_\_\_\_  
Junhao Jiang

2/12/2014

\_\_\_\_\_  
Date

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\_\_\_\_\_/Madhusudan Mathihalli/\_\_\_\_\_  
Madhusudan Mathihalli

\_\_\_\_1/31/2014\_\_\_\_\_  
Date



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\_\_\_\_\_/Chris Bolte/\_\_\_\_\_  
Chris Bolte

\_\_\_\_\_/02/06/2014\_\_\_\_\_  
Date