

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT2859996

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
GABRIEL GRALLA	03/14/2014
DANIEL RASSI	03/13/2014
ROBERT CROWELL	03/13/2014
NOAH GOODHART	03/13/2014
JONAH GOODHART	03/13/2014
ANIQ RAHMAN	03/14/2014
ROBERT MILLER	03/13/2014
PAUL KIERNAN	03/13/2014
RECEIVING PARTY DATA	
Name:	MOAT, INC.
Street Address:	162 5TH AVENUE, 11TH FLOOR
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10010
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14213623
CORRESPONDENCE DATA	
Fax Number:	(801)355-0160
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	650-537-4505
Email:	patents@patentlawworks.net
Correspondent Name:	KANDA V. ISHIHARA, PATENT LAW WORKS LLP
Address Line 1:	201 S. MAIN STREET, SUITE 250
Address Line 4:	SALT LAKE CITY, UTAH 84111
ATTORNEY DOCKET NUMBER:	10065-03952 US
NAME OF SUBMITTER:	KANDA V. ISHIHARA
SIGNATURE:	/Kanda Ishihara/
DATE SIGNED:	05/18/2014

PATENT

Total Attachments: 5

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **MOAT, INC.**, a New York corporation, having a place of business at **162 5th Avenue, 11th Floor, New York, NY 10010** ("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 provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **SYSTEM AND METHOD FOR MEASURING MOBILE ADVERTISING AND CONTENT BY SIMULATING MOBILE-DEVICE USAGE** ("APPLICATION"), which:

- having a filing date of 03/14/2014, and bearing U.S. application serial number 14/213,623.
- The APPLICATION claims the benefit of a provisional application, filed on March 14, 2013, now bearing U.S. application serial number 61/785,937.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related 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 APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

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

INVENTOR 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 shall 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. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not

hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney 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.

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

X _____
Gabriel Gralla Date of Signature

X _____
Daniel Rassi Date of Signature

X 
Robert Crowell Date of Signature
Mar 13, 2014

X 
Noah Goodhart Date of Signature
3/13/2014

X 
Jonah Goodhart Date of Signature
3/13/2014

X _____
Aniq Rahman Date of Signature

X 
Robert Miller Date of Signature
3/13/2014


X 
Paul Kiernan Date of Signature
3/13/2014

Title: System and Method for Measuring Mobile Advertising and Content by Simulating Mobile-Device Usage
Filed: March 14, 2014
Application No.: 14/213,623

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x 
Gabriel Gralla

3/14/14
Date of Signature

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Robert Crowell

Date of Signature

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Jonah Goodhart

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Title: System and Method for Measuring Mobile Advertising and Content by Simulating Mobile-Device Usage
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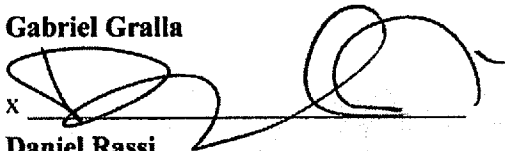
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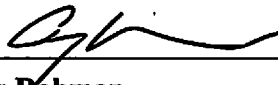
Paul Kiernan

Date of Signature

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x _____ Robert Miller	_____ Date of Signature
x _____ Paul Kiernan	_____ Date of Signature