PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2890807

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
CHRISTOPHER FARMER	06/09/2014
MICHAEL ELS	05/10/2014
IGOR POSTELNIK	06/09/2014
PAUL HODGES	06/09/2014
KURT CARLSON	06/09/2014

RECEIVING PARTY DATA

Name:	MAXPOINT INTERACTIVE, INC.	
Street Address:	3800 PARAMOUNT PKWY #200	
City:	MORRISVILLE	
State/Country:	NORTH CAROLINA	
Postal Code:	27560	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13672698

CORRESPONDENCE DATA

Fax Number: (512)457-2100

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.

Phone: 5124572123

trosson@kslaw.com Email: **Correspondent Name: TODD ROSSON**

401 CONGRESS AVENUE Address Line 1:

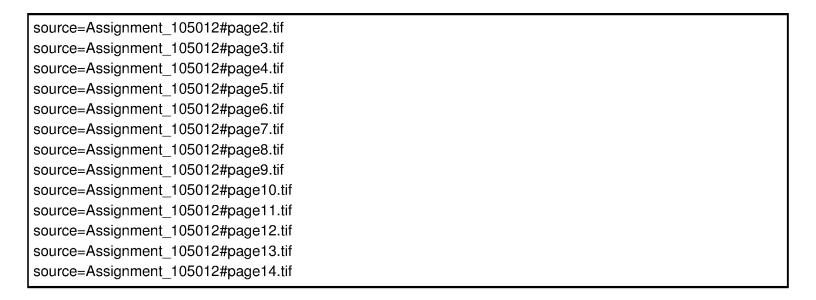
Address Line 2: **SUITE 3200**

Address Line 4: AUSTIN, TEXAS 78701

ATTORNEY DOCKET NUMBER:	43845.105012
NAME OF SUBMITTER:	TODD ROSSON
SIGNATURE:	/Todd Rosson/
DATE SIGNED:	06/10/2014

Total Attachments: 14

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ASSIGNMENT

THIS ASSIGNMENT is by Christopher Farmer, Michael Eis, Igor Postelnik, Paul Hodges, and Kurt Carlson, (the "Assignors"), residing in Austin, TX, Durham, NC, Morrisville, NC, Morrisville, NC, and Austin, TX, respectively. We, the Assignors have invented certain inventions (the "Invention(s)") described in a United States Patent Application entitled System And Method For Optimizing Real-Time Bidding On Online Advertisement Placements Utilizing Mixed Probability Methods, (the "Application") filed on November 8, 2012, as Application No. 13/672,698.

MAXPOINT INTERACTIVE, INC., having a place of business at 3800 Paramount Pkwy #200, Morrisville, NC 27560 ("Assignee"), desires to acquire the entire right, title and interest in and to the Inventions and the Application, and in and to any patents (collectively, "Patents") that may be granted for the Inventions in the United States or in any foreign countries.

For valuable consideration, the receipt and sufficiency of which we acknowledge, Assignors hereby sell, assign, and transfer to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to: the Inventions, the Application, and any Patents; any divisions, continuations, and continuations-in-part of the Application and any other application claiming priority rights from the Application; any reissues, reexaminations, or extensions of any and all Patents; the right to file foreign applications directly in the name of Assignee; and the right to claim priority rights deriving from the Application (collectively, the "Rights"). Assignors warrant that they are the owners of the Rights, and that the Rights are unencumbered. Assignors also agree to not sign any writing or do any act conflicting with this assignment, and, without further compensation, sign all documents and do such additional acts as Assignee deems necessary or desirable to: perfect Assignee's enjoyment of the Rights; prepare and prosecute the Application or any other applications for Patents; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights.

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PATENT

Assignors request the Commissioner of Patents to issue any Patent of the United States that may be issued on the Inventions to Assignee. This Assignment may be executed in counterparts.

Date:		
	Christopher Farmer	
Date: 5/0/244		***************************************
	Michael Els	
Date:		
	lgor Postelnik	
Date:	Paul Hodges	
Date:		
	Kurt Carlson	

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ASSIGNMENT

THIS ASSIGNMENT is by Christopher Farmer, Michael Eis, Igor Postelnik, Paul Hodges, and Kurt Carlson, (the "Assignors"), residing in Austin, TX, Durham, NC, Morrisville, NC, Morrisville, NC, and Austin, TX, respectively. We, the Assignors have invented certain inventions (the "Invention(s)") described in a United States Patent Application entitled System And Method For Optimizing Real-Time Bidding On Online Advertisement Placements Utilizing Mixed Probability Methods, (the "Application") filed on November 8, 2012, as Application No. 13/672,698.

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For valuable consideration, the receipt and sufficiency of which we acknowledge, Assignors hereby sell, assign, and transfer to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to: the Inventions, the Application, and any Patents; any divisions, continuations, and continuations-in-part of the Application and any other application claiming priority rights from the Application; any reissues, reexaminations, or extensions of any and all Patents; the right to file foreign applications directly in the name of Assignee; and the right to claim priority rights deriving from the Application (collectively, the "Rights"). Assignors warrant that they are the owners of the Rights, and that the Rights are unencumbered. Assignors also agree to not sign any writing or do any act conflicting with this assignment, and, without further compensation, sign all documents and do such additional acts as Assignee deems necessary or desirable to: perfect Assignee's enjoyment of the Rights; prepare and prosecute the Application or any other applications for Patents; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights.

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Assignors request the Commissioner of Patents to issue any Patent of the United States that may be issued on the inventions to Assignee. This Assignment may be executed in counterparts.

Date: 342 4 2014

Christopher Farmér

Date:____

Date: <u>] 444 4, 2014</u>

Date: 12-9,2041

Michael Els

Igor Yosteinik

Paul Hodgés

Kurt Carlson

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