

PATENT ASSIGNMENT COVER SHEET

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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
<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:	5124572123
Email:	trosson@kslaw.com
Correspondent Name:	TODD ROSSON
Address Line 1:	401 CONGRESS AVENUE
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.

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: 5/10/2014 _____



Michael Els

Date: _____

Igor Postelnik

Date: _____

Paul Hodges

Date: _____

Kurt Carlson

WITNESSES TO SIGNATURE BY Christopher Farmer

1.

Ralph Jones
Signature

June 9, 2014
Date

Ralph Jennings
Print Name

504 Winchester Dr
Street Address

Dripping Springs TX 78620 USA
City, Country & Postal Code

2.

[Signature]
Signature

06/09/2014
Date

PRANEETH MUDIGANTI
Print Name

15421 BRODICK DR
Street Address

AUSTIN, TX 78717, USA
City, Country & Postal Code

OR

STATE OF _____

COUNTY OF _____

On _____ before me, _____, personally appeared **Christopher Farmer**, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of _____ that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature

(Seal)

WITNESSES TO SIGNATURE BY Michael Els

1. [Signature] 5/9/14
Signature Date
MICHELE PALMA
Print Name
3800 Paramount Pkwy #200
Street Address
Marksville LA 71350
City, Country & Postal Code
2. [Signature] 5/10/2014
Signature Date
Shenica Simmons
Print Name
3800 Paramount Parkway #200
Street Address
Marksville LA 71350
City, Country & Postal Code

OR

STATE OF _____

COUNTY OF _____

On _____ before me, _____, personally appeared Michael Els, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

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WITNESS my hand and official seal.

Signature

(Seal)

WITNESSES TO SIGNATURE BY Igor Postelnik

1.

Ralph Jennings

Signature

June 9, 2014

Date

Ralph Jennings

Print Name

504 Winchester Dr

Street Address

Dripping Springs TX 78620 USA

City, Country & Postal Code

2.

John B. McKean

Signature

June 9, 2014

Date

John B. McKean

Print Name

11401 Sabinal Mesa Dr.

Street Address

Austin, TX 78739 USA

City, Country & Postal Code

OR

STATE OF _____

COUNTY OF _____

On _____ before me, _____, personally appeared Igor Postelnik, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

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(Seal)

WITNESSES TO SIGNATURE BY Paul Hodges

1. [Signature] June 9, 2014
Signature Date

Ralph Jennings
Print Name

504 Winchester Dr
Street Address

Clipping Springs TX 76620 USA
City, Country & Postal Code

2. [Signature] 9 June 2014
Signature Date

Gregory A Bryant
Print Name

2700 Westwood Ln
Street Address

Georgetown TX 78628 USA
City, Country & Postal Code

OR

STATE OF _____

COUNTY OF _____

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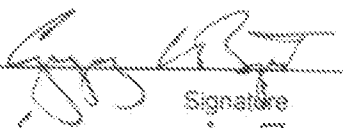
WITNESS my hand and official seal.

Signature

(Seal)

WITNESSES TO SIGNATURE BY Kurt Carlson

1.  June 9, 2014
 Signature Date
Ralph Jennings
 Print Name
504 Winchester Dr
 Street Address
Dripping Springs TX 78620
 City, Country & Postal Code

2.  9 June 2014
 Signature Date
Gregory A. Bryant
 Print Name
2700 Westwood Ln
 Street Address
Georgetown TX 78626 USA
 City, Country & Postal Code

OR

STATE OF _____

COUNTY OF _____

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ASSIGNMENT

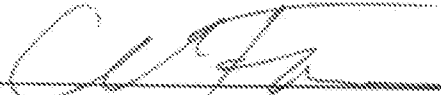
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Assignors request the Commissioner of Patents to issue any Patent of the United States that may be issued on the Inventions to Assignee. This Assignment may be executed in counterparts.


Date: June 9 2014


Christopher Farmer

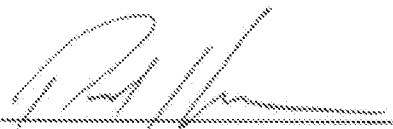
Date: _____

Michael Els

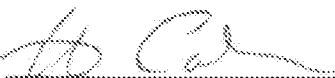
Date: June 9, 2014


Igor Postelnik

Date: June 9, 2014


Paul Hodges

Date: Jun 9, 2014


Kurt Carlson

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Ralph Jones
Signature

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1. [Signature] 5/9/14
Signature Date
MICHELE PALMA
Print Name
3800 Paramount Pkwy #200
Street Address
Manassasville VA 27560
City, Country & Postal Code
2. [Signature] 5/10/2014
Signature Date
Shenica Simmons
Print Name
3800 Paramount Parkway #200
Street Address
Manassasville VA 27560
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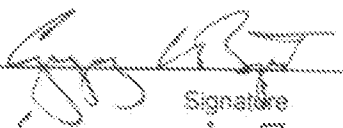
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