

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2890811

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BEN HALEY	06/09/2014
MICHAEL ELS	06/09/2014
DAMIEN HARRIS	06/09/2014
CHIRS FARMER	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:	13670448
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:	43845.105013
NAME OF SUBMITTER:	TODD ROSSON
SIGNATURE:	/Todd Rosson/
DATE SIGNED:	06/10/2014
Total Attachments: 12	
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ASSIGNMENT

THIS ASSIGNMENT is by Ben Haley, Michael Els, Damien Harris, and Chris Farmer (the "Assignors"), residing in Austin, TX, Durham, NC, Austin, TX, 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 CONTROLLING REAL-TIME BIDDING FOR ONLINE ADVERTISEMENTS, (the "Application") filed on November 6, 2012, as Application No. 13/670,448.

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: _____

Ben Hailey

Date: 5/10/2014



Michael Els

Date: _____

Damien Harris

Date: _____

Chris Farmer

WITNESSES TO SIGNATURE BY Ben Haley

1.

Ralph Jennings

Signature

Jun 9, 2014
Date

Ralph Jennings

Print Name

504 W. Wheeler Dr.

Street Address

Dripping Springs TX 78620 USA

City, Country & Postal Code

2.

[Signature]

Signature

06/09/2014
Date

PRANEETH MUDIKANTI

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 Ben Haley, 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] 5/14/14
Signature Date

Michael Palma
Print Name

3800 Paramount Pkwy #200
Street Address

Morrisville NC 27560
City, Country & Postal Code

2. [Signature] 05/10/2014
Signature Date

Shirley Simmons
Print Name

3800 Paramount Parkway Ste 200
Street Address

Morrisville, NC 27560
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.

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 Damien Harris

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.

Gregory A. Bryant

Signature

9 June 2014

Date

Gregory A. Bryant

Print Name

2700 Westwood Ln

Street Address

Georgetown, TX 78626 USA

City, Country & Postal Code

OR

STATE OF _____

COUNTY OF _____

On _____ before me, _____, personally appeared **Damien Harris**, 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.

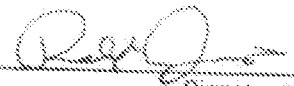
I certify under PENALTY OF PERJURY under the laws of the State of _____ that the foregoing paragraph is true and correct.

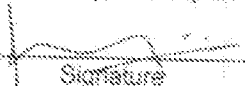
WITNESS my hand and official seal.

Signature

(Seal)

WITNESSES TO SIGNATURE BY Chris Farmer

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

2.  06/09/2014
Signature Date
PRANEETH MUDIGANTI
Print Name
15421 BRODICK DR.
Street Address
AUSTIN TX 78719 USA
City, Country & Postal Code

OR

STATE OF _____

COUNTY OF _____

On _____ before me, _____, personally appeared Chris 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.

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ASSIGNMENT

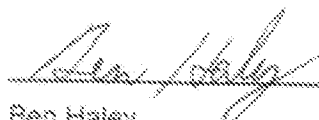
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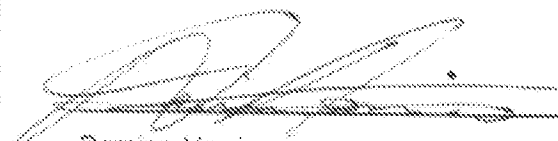
Date: June 9 2014


Ben Haley

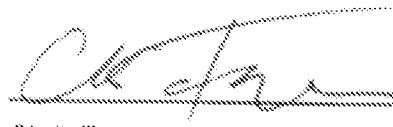
Date: _____

Michael Els

Date: June 9, 2014


Damien Harris

Date: June 9 2014


Chris Farmer

WITNESSES TO SIGNATURE BY Ben Haley

1.

Ralph Jennings

Signature

Jun 9, 2014
Date

Ralph Jennings

Print Name

504 W.ichester Dr.

Street Address

Dripping Springs TX 78620 USA

City, Country & Postal Code

2.

[Signature]

Signature

06/09/2014
Date

PRANEETH MUDIKANTI

Print Name

15421 BRODICK DR

Street Address

AUSTIN, TX 78717, USA

City, Country & Postal Code

OR

STATE OF _____

COUNTY OF _____

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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] 5/14/14
Signature Date

Michael Palma
Print Name

3800 Paramount Pkwy #200
Street Address

Morrisville NC 27560
City, Country & Postal Code

2. [Signature] 05/10/2014
Signature Date

Shirley Simmons
Print Name

3800 Paramount Parkway Ste 200
Street Address

Morrisville, NC 27560
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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WITNESSES TO SIGNATURE BY Damien Harris

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.

Gregory A. Bryant

Signature

9 June 2014

Date

Gregory A. Bryant

Print Name

2700 Westwood Ln

Street Address

Georgetown, TX 78626 USA

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OR

STATE OF _____

COUNTY OF _____

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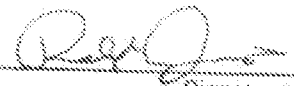
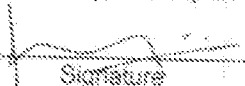
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(Seal)

WITNESSES TO SIGNATURE BY Chris Farmer

1.  June 9, 2014
Signature Date
Ralph Jennings
Print Name
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Street Address
Dripping Springs TX 78620
City, Country & Postal Code
2.  06/09/2014
Signature Date
PRANEETH MUDIGANTI
Print Name
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