PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT2954539

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
DENNIS R. MORTENSEN	07/07/2014
ALEX POON	07/07/2014
VARUN VIJAYARAGHAVAN	07/07/2014

RECEIVING PARTY DATA

Name:	OUTBRAIN INC.
Street Address:	39 WEST 13TH STREET
Internal Address:	3RD FLOOR
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10011

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14312948

CORRESPONDENCE DATA

Fax Number: (973)422-6423

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: 973-597-2500

Email: dsierchio@lowenstein.com
Correspondent Name: DOCKET ADMINISTRATOR
Address Line 1: 65 LIVINGSTON AVENUE
Address Line 2: LOWENSTEIN SANDLER LLP
Address Line 4: ROSELAND, NEW JERSEY 07068

ATTORNEY DOCKET NUMBER:	26136.34
NAME OF SUBMITTER:	DANIEL D. SIERCHIO
SIGNATURE:	/Daniel D. Sierchio/
DATE SIGNED:	07/25/2014

Total Attachments: 9

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PATENT REEL: 033393 FRAME: 0605

ASSIGNMENT OF PATENT APPLICATION	Attorney Docket No.: 26136.34
For good and valuable consideration, the receipt and	d sufficiency of which is hereby
acknowledged, I/we, the undersigned, Dennis R. Mortenser	n, Alex Poon and Varun Vijayaraghavan
hereby sell, assign, and transfer to Outbrain Inc.	
a <u>corporation</u> (Type of Assignee: e.g., corporation, company, partnership, university, of having a principal place of business at <u>39 West 13th Stree</u> ("Assignee"), and its successors, assigns, and legal repress for the United States and all foreign countries, in and to any are disclosed in the application (provisional or non-provision have a declaration executed by the undersigned prior heret	t, 3 rd Floor, New York, NY 10011, entatives, the entire right, title, and interest y and all inventions or improvements that nal) for the United States patent which may to or concurrently herewith and is entitled
said patent application also identified as follows (when know	wn):
United States Patent Application Number 14/312,948	filed June 24, 2014,
and in and to said application (provisional or non-provisional provisional applications, utility applications, design applications applications, continued prosecution applications, continuation applications, renewal applications, reissue applications, respected applications that have been or shall be filed in the Usany of said inventions or improvements; and in and to all or reexamination certificates, and extensions, that have been all foreign countries on said inventions or improvements; are from the filing of said United States application;	ions, divisional applications, continuation on-in-part applications, substitute examinations, extensions, and all other nited States and all foreign countries on riginal patents, reissued patents, or shall be issued in the United States and
agree that said Assignee may apply for and receive improvements in its own name; and that, when requested, said Assignee, its successors, assigns, and legal represent and purpose of this Assignment, the undersigned will execuprovisional applications, utility applications, design applications, applications, continued prosecution applications, continuati applications, renewal applications, reissue applications, repatent applications on any and all said inventions or improvassignments, powers of attorney, and other papers; communications, and representatives all facts known to the undersign improvements and the history thereof; and generally assist representatives in securing and maintaining proper patent provements and for vesting title to said inventions or impand all patents on said inventions or improvements, in said legal representatives; and	without charge to, but at the expense of, tatives, to carry out in good faith the intent ute all provisional applications, nonions, divisional applications, continuation on-in-part applications, substitute examinations, extensions, and all other rements; execute all rightful oaths, unicate to said Assignee, its successors, gned relating to said inventions or said Assignee, its successors, assigns, or protection for said inventions or provements, and all applications for patents

PATENT REEL: 033393 FRAME: 0606

	covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.
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Please Sign and Date Below:

Date

Dennis R. Mortensen

- 3 -

ASSIGNMENT OF PATENT APPLICATION	Attorney Docket No.: 26136.34
For good and valuable consideration, the receipt an	d sufficiency of which is hereby
acknowledged, I/we, the undersigned, Dennis R. Mortense	n, Alex Poon and Varun Vijayaraghavan
hereby sell, assign, and transfer to Outbrain Inc.	
 a <u>corporation</u> (Type of Assignee: e.g., corporation, company, partnership, university, 	of <u>Delaware</u>
having a principal place of business at 39 West 13th Stree	
("Assignee"), and its successors, assigns, and legal repres for the United States and all foreign countries, in and to an are disclosed in the application (provisional or non-provisionave a declaration executed by the undersigned prior here	entatives, the entire right, title, and interest y and all inventions or improvements that nal) for the United States patent which may
CONTENT POSITION RECON	IMENDATIONS
said patent application also identified as follows (when known	wn):
United States Patent Application Number 14/312,948	filedJune 24, 2014,
and in and to said application (provisional or non-provisional provisional applications, utility applications, design applications applications, continued prosecution applications, continuation applications, renewal applications, ressue applications, respatent applications that have been or shall be filled in the U any of said inventions or improvements; and in and to all or reexamination certificates, and extensions, that have been all foreign countries on said inventions or improvements; at from the filing of said United States application;	ions, divisional applications, continuation on-in-part applications, substitute examinations, extensions, and all other nited States and all foreign countries on riginal patents, reissued patents, or shall be issued in the United States and
agree that said Assignee may apply for and receive improvements in its own name; and that, when requested, said Assignee, its successors, assigns, and legal represent and purpose of this Assignment, the undersigned will exect provisional applications, utility applications, design applications, continued prosecution applications, continuate applications, renewal applications, reissue applications, repatent applications on any and all said inventions or improvassignments, powers of attorney, and other papers; communications, and representatives all facts known to the undersi improvements and the history thereof; and generally assist representatives in securing and maintaining proper patent improvements and for vesting title to said inventions or impand all patents on said inventions or improvements, in said legal representatives; and	without charge to, but at the expense of, tatives, to carry out in good faith the intent ute all provisional applications, non-ions, divisional applications, continuation on-in-part applications, substitute examinations, extensions, and all other vements; execute all rightful oaths, unicate to said Assignee, its successors, gned relating to said inventions or said Assignee, its successors, assigns, or protection for said inventions or provements, and all applications for patents

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covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned. - SIGNATURES BEGIN ON NEXT PAGE --2-Atty. Docket No. 26136.34

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Please Sign and Date Below:

7/7/2014

Date

Alex Poer

Atty. Docket No. 26136.34

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PATENT

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ASSIGNMENT OF PATENT APPLICATION	Attorney Docket No.: 26136.34
For good and valuable consideration, the receipt and	d sufficiency of which is hereby
acknowledged, I/we, the undersigned, <u>Dennis R. Mortenser</u>	n. Alex Poon and Varun Vijayaraghavan
hereby sell, assign, and transfer to <u>Outbrain Inc.</u>	
a <u>corporation</u> (Type of Assignee: e.g., corporation, company, partnership, university, e	of <u>Delaware</u>
having a principal place of business at 39 West 13th Street	
("Assignee"), and its successors, assigns, and legal repress for the United States and all foreign countries, in and to any are disclosed in the application (provisional or non-provision have a declaration executed by the undersigned prior hereto	entatives, the entire right, title, and interest rand all inventions or improvements that nal) for the United States patent which may
CONTENT POSITION RECOM	<u>MENDATIONS</u>
said patent application also identified as follows (when know	vn):
United States Patent Application Number <u>14/312,948</u> t	illed <u>June 24, 2014,</u>
and in and to said application (provisional or non-provisional provisional applications, utility applications, design applications applications, continuated applications, renewal applications, reissue applications, reespatent applications that have been or shall be filled in the Urany of said inventions or improvements; and in and to all ori reexamination certificates, and extensions, that have been all foreign countries on said inventions or improvements; and from the filing of said United States application;	ons, divisional applications, continuation on-in-part applications, substitute xaminations, extensions, and all other nited States and all foreign countries on ginal patents, reissued patents, or shall be issued in the United States and
agree that said Assignee may apply for and receive improvements in its own name; and that, when requested, we said Assignee, its successors, assigns, and legal represents and purpose of this Assignment, the undersigned will execular provisional applications, utility applications, design applications applications, continued prosecution applications, continued prosecution applications, continuated applications, renewal applications, reissue applications, reel patent applications on any and all said inventions or improve assignments, powers of attorney, and other papers; communassigns, and representatives all facts known to the undersign improvements and the history thereof; and generally assist the representatives in securing and maintaining proper patent provements and for vesting title to said inventions or improvements, in said all patents on said inventions or improvements, in said all patents on said inventions or improvements, in said all patents on said inventions or improvements.	vithout charge to, but at the expense of, atives, to carry out in good faith the intent te all provisional applications, non- ons, divisional applications, continuation on-in-part applications, substitute xaminations, extensions, and all other ements; execute all rightful oaths, inicate to said Assignee, its successors, yned relating to said inventions or said Assignee, its successors, assigns, or rotection for said inventions or overments, and all applications for patents

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***************************************	covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.	
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Atty: Docket No. 26136.34

Please Sign <u>and Date</u> Below:

Dale Varun Vijayaragnayan

Atty. Docket No. 25136.34

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