

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT2958865

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BRENDAN KITTS	10/02/2011
BRIAN BURDICK	10/06/2011
DYNG AU	10/06/2011
LIANG WEI	10/08/2011
AMANDA POWTER	10/06/2011
RECEIVING PARTY DATA	
Name:	LUCID COMMERCE, INC.
Street Address:	159 SOUTH JACKSON STREET
Internal Address:	SUITE 200
City:	SEATTLE
State/Country:	WASHINGTON
Postal Code:	98104
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14321385
CORRESPONDENCE DATA	
Fax Number:	(202)450-5538
<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:	2028083550
Email:	tcoates@bookoffmcandrews.com
Correspondent Name:	BOOKOFF MCANDREWS, PLLC
Address Line 1:	2401 PENNSYLVANIA AVENUE NW
Address Line 2:	SUITE 450
Address Line 4:	WASHINGTON, D.C. 20037
ATTORNEY DOCKET NUMBER:	00008-0082-02000
NAME OF SUBMITTER:	JAMES R. CARPENTER
SIGNATURE:	/James. R. Carpenter/
DATE SIGNED:	07/29/2014
Total Attachments: 6	

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ASSIGNMENT BY INVENTORS

This Assignment is by Brendan Kitts; Brian Burdick; Dyng Au; Liang Wei; and Amanda Powter (the "Assignors"), residing at 4506 S.W. Alaska Street, Seattle, Washington 98116; 15624 S.E. 83rd Court, Newcastle, Washington 98059; 210 East Blaine Street #405, Seattle, Washington 98102; ~~100 Taylor Avenue North, Unit A503, Seattle, Washington~~ ^{6112 26th Ave NW,} ~~98109~~ ^{Seattle, WA 98107}; and 6804 28th Avenue NW, Seattle, Washington 98117, respectively. The Assignors ^{L.W.} have invented one or more certain inventions (the "Invention(s)") described in a Patent application for Letters Patent of the United States entitled SYSTEM AND METHOD FOR ATTRIBUTING MULTI-CHANNEL CONVERSION EVENTS AND SUBSEQUENT ACTIVITY TO MULTI-CHANNEL MEDIA SOURCES (the "Application"), already filed on August 30, 2011 as U.S. Application No. 13/221,851.

Lucid Commerce, Inc., a Corporation of Delaware having its principal place of business at 159 South Jackson Street, Suite 200, Seattle, Washington 98104 ("Assignee"), desires to acquire the entire right, title and interest in and to the Invention(s) and the Application, and in and to any patents (collectively, "Patents") that may be granted for the Invention(s) in the United States or in any foreign countries.

For valuable consideration, the receipt and sufficiency of which Assignors 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 Invention(s), 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 Assignors own 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; 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 Invention(s) to Assignee. This Assignment may be executed in counterparts.

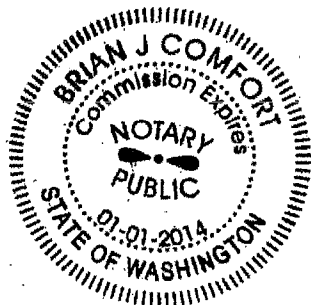
13 J. Kitts

Brendan Kitts

Date: Oct 2nd, 2011

United States of America)
State of Washington) ss.:
County of King)

On this 2 day of October, 2011, before me personally came Brendan Kitts, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



Brian J. Comfort
Notary Public

B.B.

Brian Burdick

Date: 10/6/2011

United States of America)
State of Washington) ss.:
County of King)

On this 6 day of OCTOBER, 2011, before me
personally came Brian Burdick, to me known to be the individual
described in and who executed the foregoing instrument, and acknowledged execution
of the same.



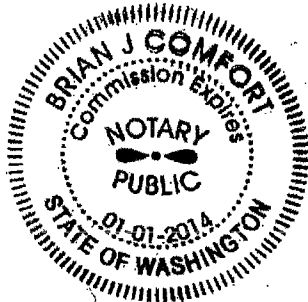
B.J. Comfort
Notary Public

D. Au
Dyng Au

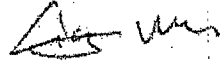
Date: 10/6/11

United States of America)
State of Washington) ss.:
County of King)

On this 6 day of October, 2011, before me
personally came Dyng Au, to me known to be the individual
described in and who executed the foregoing instrument, and acknowledged execution
of the same.



Brian J. Comfort
Notary Public



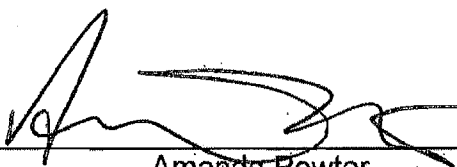
Liang Wei

Date: 10/8/2011

United States of America)
State of _____) ss.:
County of _____)

On this _____ day of _____, before me
personally came Liang Wei, to me known to be the individual
described in and who executed the foregoing instrument, and acknowledged execution
of the same.

Notary Public



Amanda Powter

Date: 10/6/2011

United States of America)
State of Washington) ss.:
County of King)

On this 6 day of OCTOBER, 2011, before me
personally came Amanda Powter, to me known to be the individual
described in and who executed the foregoing instrument, and acknowledged execution
of the same.




Notary Public