

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3021402

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	BENJAMIN RICHARD WILLIAMS II	09/12/2014
RECEIVING PARTY DATA		
Name:	TEALIUM INC.	
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City:	SAN DIEGO	
State/Country:	CALIFORNIA	
Postal Code:	92121	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	14216801	
CORRESPONDENCE DATA		
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<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>		
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ATTORNEY DOCKET NUMBER:	TEALM.008A	
NAME OF SUBMITTER:	JACOB PETERSON	
SIGNATURE:	/Jacob Peterson/	
DATE SIGNED:	09/12/2014	
	This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 4		
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COMBINED DECLARATION & ASSIGNMENT (37 CFR 1.63(e))

Application Data Sheet filed previously or concurrently

Docket No.: TEALM.008A

Page 1 of 4

Title: SYSTEM AND METHOD FOR COMBINING CONTENT SITE VISITOR PROFILES

Inventors: Charles Glommen and Benjamin Richard Williams II

Declaration

This Declaration is directed to the application identified above that:

Was filed **March 17, 2014** as U.S. Application No. **14/216801** and incorporating any amendments made thereto prior to the signature date of this Declaration.

As a named inventor, I declare that:

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

I have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

Assignment from Inventors

WHEREAS, **above-identified inventors** (individuals hereinafter "ASSIGNORS") invented certain new and useful improvements, technology, inventions, developments, ideas, ornamental designs, or discoveries, and hereby assign or are under an obligation to assign to the below identified Assignee the above-titled application (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States (identified above) has been prepared for filing with the United States Patent and Trademark Office (hereinafter the "Application").

AND WHEREAS, **Tealium Inc.**, a California Corporation, with its principal place of business at 11085 Torreyana Road, San Diego, California 92121 (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Application and the Work.

NOW, THEREFORE, for good and valuable consideration of which receipt is hereby acknowledged, ASSIGNORS hereby acknowledge that ASSIGNORS have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work, including all patent properties filed or issued upon the Application and the Work; where "Patent Properties" include, but are not limited to:

all provisional applications relating thereto (including but not limited to U.S. Provisional Application No. **61/939972**, filed **February 14, 2014**);

all nonprovisional applications claiming priority to aforementioned provisional(s) and/or the present Application, including, all divisions, continuations, continuations-in-part, and reissues, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof; and

all rights of priority under International Conventions and any related Letters Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof.

COMBINED DECLARATION & ASSIGNMENT (37 CFR 1.63(e))

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Title: SYSTEM AND METHOD FOR COMBINING CONTENT SITE VISITOR PROFILES

Inventors: Charles Glommen and Benjamin Richard Williams II

ASSIGNORS hereby acknowledge the ASSIGNEE as the Applicant for all aforementioned patent properties, and authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all related Letters Patent to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNORS DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assign all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNORS DO HEREBY covenant and agree that ASSIGNORS will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNORS respecting the Work, and testify in any legal proceeding, assist in the preparation of any other Patent Property relating to the Application and the Work or any improvements made thereto, sign/execute all lawful papers, authorize the filing of and execute and make all rightful oaths and/or declarations in connection with the Application and the Work including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

COMBINED DECLARATION & ASSIGNMENT (37 CFR 1.63(e))

Application Data Sheet filed previously or concurrently

Docket No.: TEALM.008A

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Title: SYSTEM AND METHOD FOR COMBINING CONTENT SITE VISITOR PROFILES

Inventors: Charles Glommen and Benjamin Richard Williams II

Legal Name of inventor: Charles Glommen

COMBINED DECLARATION & ASSIGNMENT (37 CFR 1.63(e))

Application Data Sheet filed previously or concurrently

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Title: SYSTEM AND METHOD FOR COMBINING CONTENT SITE VISITOR PROFILES

Inventors: Charles Glommen and Benjamin Richard Williams II

Legal Name of inventor: Benjamin Richard Williams II

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 12th day of September 2014.

Signature: _____

Ben R Williams II

Signature before a Notary is desirable but not required.

STATE OF CALIFORNIA }

ss.

COUNTY OF _____

On _____ before me, _____, notary public, personally appeared Benjamin Richard Williams II who 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 executed the same in his authorized capacity, and that by his 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 California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Notary Signature

[SEAL]

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