

<b>PATENT ASSIGNMENT COVER SHEET</b>
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 Stylesheet Version v1.2

EPAS ID: PAT3076204

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SIMEON SIMEONOV	02/23/2013
JAMES ECHMALIAN	02/25/2013
YONGDENG CHEN	02/25/2013
JAMES R MORRIN JR.	02/25/2013
TYLER MORRISON	02/26/2013
JOSEPH R FERRIS	02/27/2013
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SWOOP INC.
<b>Street Address:</b>	125 CAMBRIDGEPARK DRIVE, SUITE 305
<b>City:</b>	CAMBRIDGE
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	02140
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14514018
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(617)523-1231
<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>	
<b>Phone:</b>	617-570-1000
<b>Email:</b>	mbreault@goodwinprocter.com, patentBOS@goodwinprocter.com
<b>Correspondent Name:</b>	GOODWIN PROCTER LLP-PATENT ADMINISTRATOR
<b>Address Line 1:</b>	53 STATE STREET
<b>Address Line 4:</b>	BOSTON, MASSACHUSETTS 02109
<b>ATTORNEY DOCKET NUMBER:</b>	SHP-001CP
<b>NAME OF SUBMITTER:</b>	JOEL E. LEHRER
<b>SIGNATURE:</b>	/Joel E. Lehrer/
<b>DATE SIGNED:</b>	10/22/2014
<b>Total Attachments: 9</b>	
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**PATENT**

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## ASSIGNMENT BY INVENTORS

**THIS ASSIGNMENT**, made by Simeon Simeonov; James Echmalian; Yongdeng Chen; James R. Morrin, Jr; Tyler Morrison; and Joseph R. Ferris (hereinafter referred to as Assignors), residing at 4 S Brook Road, Lincoln, Massachusetts 01773; 73 Rhinecliff Street, Arlington, Massachusetts 02476; 22 Walden Street, Cambridge, Massachusetts 02140; 93 Harvey Street, Unit 8, Cambridge, Massachusetts 02140; 432 NE Salzman Road, Corbett, Oregon 97019; and 100 Landsdowne Street, Apartment 1210, Cambridge, Massachusetts 02139, respectively;

**WHEREAS**, Assignors have invented certain new and useful improvements in SYSTEMS AND METHODS FOR INTEGRATING DYNAMIC CONTENT INTO ELECTRONIC MEDIA, set forth in a Patent application for Letters Patent of the United States, already filed on February 22, 2013 as U.S. Application No. 13/774,725; and

**WHEREAS**, Swoop Inc., having its principal place of business at 125 Cambridgepark Drive, Suite 305, Cambridge, Massachusetts 02140 (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefor and thereon.

**NOW, THEREFORE**, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect provisionals, nonprovisionals, divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefore and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully

and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

**AND** for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

**AND** for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

**AND** Assignors hereby request the Commissioner for Patents and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

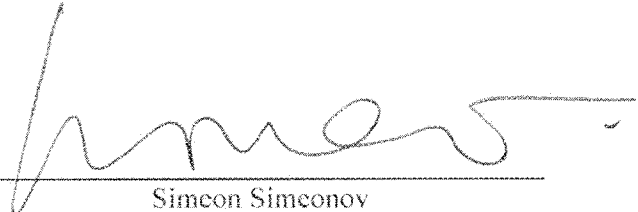
**AND** Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply

with the rules of the United States Patent and Trademark Office for recordation of this document:

GOODWIN PROCTER LLP

All practitioners at Customer Number 051414

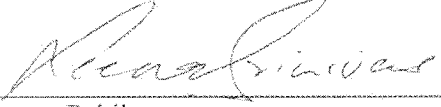
**AND** Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

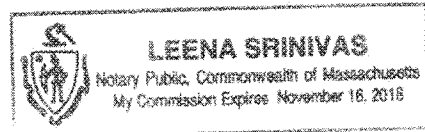
  
Simeon Simeonov

Date: 2/23/13

United States of America )  
State of MA ) ss.:  
County of Middlesex )

On this 23rd day of February, 2013, before me personally came Simeon Simeonov, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

  
Notary Public



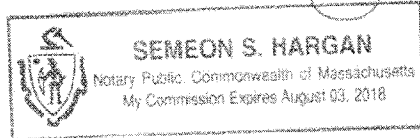
James Echmalian  
James Echmalian

Date: 2-25-13

United States of America )  
State of Massachusetts ) ss.:  
County of Middlesex )

On this 25 day of Feb, 2013, before me personally came James Echmalian, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Semeon S. Hargan  
Notary Public

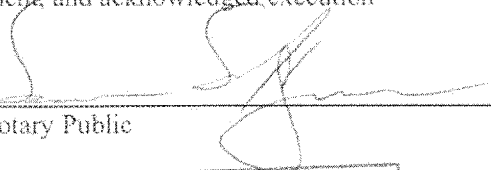


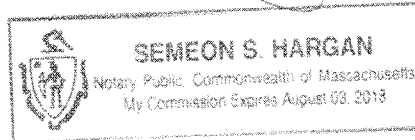
  
Yongdeng Chen

Date: 2-25-13

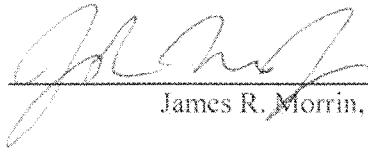
United States of America )  
State of Massachusetts ) ss.:  
County of Middlesex )

On this 25 day of Feb, 2013, before me  
personally came Yongdeng Chen, to me known to be the individual  
described in and who executed the foregoing instrument, and acknowledged execution  
of the same.

  
Notary Public







James R. Morrin, Jr

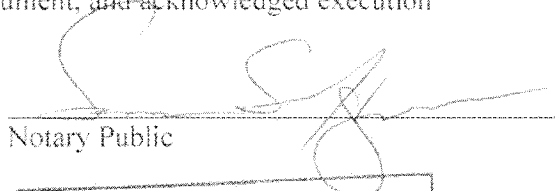
Date: 2-25-2013

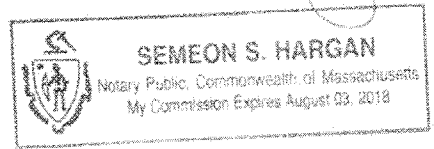
United States of America )

State of Massachusetts ) ss.:

County of Middlesex )

On this 25 day of Feb, 2013, before me personally came James R. Morrin, Jr, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

  
Notary Public



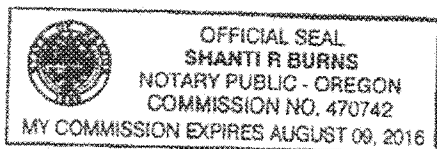
Tyler Morrison  
Tyler Morrison

Date: February 26, 2013

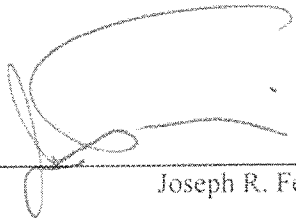
United States of America )  
State of Oregon ) ss.:  
County of Multnomah )

On this 26<sup>th</sup> day of February, 2013, before me personally came Tyler Morrison, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Shanti R Burns  
Notary Public



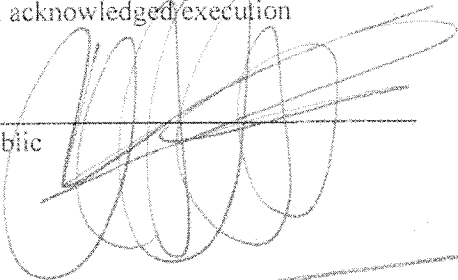
Assignment By Inventors  
dated 02/27/13


  
\_\_\_\_\_  
Joseph R. Ferris

Date: 2/27/13

United States of America )  
State of MA ) ss.:  
County of Suffolk )

On this 27<sup>th</sup> day of Feb, 2013, before me  
personally came Joseph R. Ferris, to me known to be the individual  
described in and who executed the foregoing instrument, and acknowledged execution  
of the same.

\_\_\_\_\_  
Notary Public 

 **CHRISTOPHER D. CATALDO**  
Notary Public, Commonwealth of Massachusetts  
My Commission Expires August 11, 2017