

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3080884

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AMANDA ROEVER	10/23/2014
RICHARD WILLIAM COLLINS	10/23/2014
DANIEL LACHMAN ROOSEVELT	10/23/2014
RECEIVING PARTY DATA	
Name:	BRIGHTROLL, INC.
Street Address:	343 SANSOME STREET
Internal Address:	SUITE 600
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94104
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14522470
CORRESPONDENCE DATA	
Fax Number:	(858)720-5819
<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:	(858)720-5700
Email:	michellemelendez@perkinscoie.com
Correspondent Name:	BING AI
Address Line 1:	PERKINS COIE LLP
Address Line 2:	PO BOX 1247
Address Line 4:	SEATTLE, WASHINGTON 98111-1247
ATTORNEY DOCKET NUMBER:	077693-8015.US01
NAME OF SUBMITTER:	MICHELLE MELENDEZ
SIGNATURE:	/Michelle Melendez/
DATE SIGNED:	10/24/2014
Total Attachments: 9	
source=Declarations (All Inventors)#page1.tif	
source=Declarations (All Inventors)#page2.tif	

source=Declarations (All Inventors)#page3.tif
source=Declarations (All Inventors)#page4.tif
source=Declarations (All Inventors)#page5.tif
source=Declarations (All Inventors)#page6.tif
source=Declarations (All Inventors)#page7.tif
source=Declarations (All Inventors)#page8.tif
source=Declarations (All Inventors)#page9.tif

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

.....
In re Patent Application of:
Amanda Roever et al.

Application No.: Not yet assigned

Confirmation No.: Not yet assigned

Filed: Herewith

For: MULTI-PROTOCOL INTERACTIVE MOBILE
VIDEO ADVERTISING
.....

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**DECLARATION AND ASSIGNMENT BY THE INVENTOR
UNDER RULE 37 C.F.R. § 1.63 EFFECTIVE ON SEPTEMBER 16, 2012**

I, Amanda Roever, hereby declare that:

I believe I am the sole original inventor or an original joint inventor of a claimed invention in a patent application entitled:

MULTI-PROTOCOL INTERACTIVE MOBILE VIDEO ADVERTISING

the specification of which is attached hereto and identified as Attorney Docket No. 077693-8015.

I believe the following persons are additional original joint inventors of the above-identified patent application:

Richard William Collins; and

Daniel Lachman Roosevelt.

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

I have reviewed and understand the contents of the above-identified patent application including the claims.

I am aware of the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR §1.56.

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

LEGAL122609748 1

Inventor : Amanda Roever et al.
Appl. No. : Not yet assigned
Filed : Herewith
Page : 2 of 3

Docket No. 077693-8015.US01

ASSIGNMENT

I hereby assign to BrightRoll, Inc., a corporation of Delaware, having a place of business at 343 Sansome Street, Suite 600, San Francisco, California 94104, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in any and all inventions and improvements which are described in an application for United States Patent filed by me, entitled *MULTI-PROTOCOL INTERACTIVE MOBILE VIDEO ADVERTISING*, filed on October 23, 2014, and assigned U.S. Application Number 14/522,470. I authorize and request an attorney appointed in said application to hereafter insert above the filing date and serial number of said application when known.

This assignment includes the entire right, title and interest in said application, all legal equivalents thereof in any country, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements, including, but not limited to, all divisions, continuations, reissues, reexamination certificates, any and all certificates issued in any post-grant proceeding, and extensions of said applications and patents of the United States, foreign patents, utility models, and design registrations, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and the right to seek relief and recover all damages, including, but not limited to, a reasonable royalty, by reason of infringement or any other violation of patent or patent application rights. I authorize the Assignee to apply in all countries in my name or in the name of the Assignee for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

In addition, I hereby confirm the sale, assignment, and transfer to the Assignee of the entire right, title and interest throughout the world in said inventions and improvements that occurred by operation of an employment agreement between me and the Assignee existing at the time said inventions and improvements were made. Should I have any remaining interest, I hereby sell, assign, and transfer any right, title and interest I may have in said inventions and improvements anywhere in the world to the Assignee.

The foregoing assignments, sale and transfer have been made for good and valuable consideration in accordance with the aforementioned employment agreement.

LEGAL12306748.1

PATENT
REEL: 034048 FRAME: 0822

Inventor : Amanda Roever et al.
Appl. No. : Not yet assigned
Filed : Herewith
Page : 3 of 3

Docket No. 077693-8015.1/801

I hereby represent and covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with the assignment of said inventions and improvements to the Assignee.

I further covenant for myself and my respective heirs, legal representatives and assigns, to assist the Assignee in handling various procedures, tasks and documentation in connection with this assignment, including, but not limited to, providing to the Assignee promptly upon the request of the Assignee all pertinent facts and documents relating to said invention and improvements, and said patents, said legal equivalents or other legal instrument as may be known and accessible to me and testifying as to the same in any interference, litigation, or proceeding relating thereto, and promptly executing and delivering to the Assignee or its legal representative any and all papers, documents, instruments or affidavits in connection with obtaining, maintaining, issuing or enforcing said application, said inventions and improvements, and said patents, said equivalents and other legal instrument which may be necessary or desirable to carry out the purposes thereof.

I hereby authorize and request the Commissioner of Patents and Trademarks to issue one or more patents in the United States for said inventions and improvements to BrightRoll, Inc., as assignee of the entire interest, for the sole use and benefit of Assignee, its successors and assigns.

I am competent to execute the above declaration and assignment. I hereby have duly executed the declaration and assignment below with my name.

Full name of inventor: Amanda Roever

Inventor's signature: Amanda Roever

Date: 10/23/2014

Perkins Cole LLP
P.O. Box 1247
Seattle, Washington 98111-1247
Telephone: (858) 720-5700
Facsimile: (206) 359-7198

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Amanda Roever et al.

Application No.: Not yet assigned

Confirmation No.: Not yet assigned

Filed: Herewith

For: **MULTI-PROTOCOL INTERACTIVE MOBILE
VIDEO ADVERTISING**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**DECLARATION AND ASSIGNMENT BY THE INVENTOR
UNDER RULE 37 C.F.R. § 1.63 EFFECTIVE ON SEPTEMBER 16, 2012**

I, Richard William Collins, hereby declare that:

I believe I am the sole original inventor or an original joint inventor of a claimed invention in a patent application entitled:

MULTI-PROTOCOL INTERACTIVE MOBILE VIDEO ADVERTISING

the specification of which is attached hereto and identified as Attorney Docket No. 077693-8015.

I believe the following persons are additional original joint inventors of the above-identified patent application:

Amanda Roever; and

Daniel Lachman Roosevelt.

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

I have reviewed and understand the contents of the above-identified patent application including the claims.

I am aware of the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR §1.56.

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

ASSIGNMENT

I hereby assign to BrightRoll, Inc., a corporation of Delaware, having a place of business at 343 Sansome Street, Suite 600, San Francisco, California 94104, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in any and all inventions and improvements which are described in an application for United States Patent filed by me, entitled *MULTI-PROTOCOL INTERACTIVE MOBILE VIDEO ADVERTISING*, filed on October 23, 2014, and assigned U.S. Application Number 14/522,470. I authorize and request an attorney appointed in said application to hereafter insert above the filing date and serial number of said application when know.

This assignment includes the entire right, title and interest in said application, all legal equivalents thereof in any country, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements, including, but not limited to, all divisions, continuations, reissues, reexamination certificates, any and all certificates issued in any post-grant proceeding, and extensions of said applications and patents of the United States, foreign patents, utility models, and design registrations, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes, and the right to seek relief and recover all damages, including, but not limited to, a reasonable royalty, by reason of infringement or any other violation of patent or patent application rights. I authorize the Assignee to apply in all countries in my name or in the name of the Assignee for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

In addition, I hereby confirm the sale, assignment, and transfer to the Assignee of the entire right, title and interest throughout the world in said inventions and improvements that occurred by operation of an employment agreement between me and the Assignee existing at the time said inventions and improvements were made. Should I have any remaining interest, I hereby sell, assign, and transfer any right, title and interest I may have in said inventions and improvements anywhere in the world to the Assignee.

The foregoing assignments, sale and transfer have been made for good and valuable consideration in accordance with the aforementioned employment agreement.

Inventor : Amanda Roever et al.
Appl. No. : Not yet assigned
Filed : Herewith
Page : 3 of 3

Docket No. 077693-8015.US00


I hereby represent and covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with the assignment of said inventions and improvements to the Assignee.

I further covenant for myself and my respective heirs, legal representatives and assigns, to assist the Assignee in handling various procedures, tasks and documentation in connection with this assignment, including, but not limited to, providing to the Assignee promptly upon the request of the Assignee all pertinent facts and documents relating to said invention and improvements, and said patents, said legal equivalents or other legal instrument as may be known and accessible to me and testifying as to the same in any interference, litigation, or proceeding relating thereto, and promptly executing and delivering to the Assignee or its legal representative any and all papers, documents, instruments or affidavits in connection with obtaining, maintaining, issuing or enforcing said application, said inventions and improvements, and said patents, said equivalents and other legal instrument which may be necessary or desirable to carry out the purposes thereof.

I hereby authorize and request the Commissioner of Patents and Trademarks to issue one or more patents in the United States for said inventions and improvements to BrightRoll, Inc. as assignee of the entire interest, for the sole use and benefit of Assignee, its successors and assigns.

I am competent to execute the above declaration and assignment. I hereby have duly executed the declaration and assignment below with my name.

Full name of inventor: Richard William Collins

Inventor's signature:  _____

Date: 10/23/2014

Perkins Coie LLP
P.O. Box 1247
Seattle, Washington 98111-1247
Telephone: (858) 720-5700
Facsimile: (206) 359-7198

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Amanda Roever et al.

Application No.: Not yet assigned

Confirmation No.: Not yet assigned

Filed: Herewith

For: MULTI-PROTOCOL INTERACTIVE MOBILE
VIDEO ADVERTISING

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION AND ASSIGNMENT BY THE INVENTOR
UNDER RULE 37 C.F.R. § 1.63 EFFECTIVE ON SEPTEMBER 16, 2012

I, Daniel Lachman Roosevelt, hereby declare that:

I believe I am the sole original inventor or an original joint inventor of a claimed invention in a patent application entitled:

MULTI-PROTOCOL INTERACTIVE MOBILE VIDEO ADVERTISING

the specification of which is attached hereto and identified as Attorney Docket No. 077693-8015.

I believe the following persons are additional original joint inventors of the above-identified patent application:

Amanda Roever; and

Richard William Collins.

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

I have reviewed and understand the contents of the above-identified patent application including the claims.

I am aware of the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR §1.56.

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

Inventor : Amanda Roeveer et al.
Appl. No. : Not yet assigned
Filed : Herewith
Page : 2 of 3

Docket No. 077693-8015.US00

ASSIGNMENT

I hereby assign to BrightRoll, Inc., a corporation of Delaware, having a place of business at 343 Sansome Street, Suite 600, San Francisco, California 94104, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in any and all inventions and improvements which are described in an application for United States Patent filed by me, entitled *MULTI-PROTOCOL INTERACTIVE MOBILE VIDEO ADVERTISING*, filed on 10/23/14, and assigned U.S. Application Number 14/522,470. I authorize and request an attorney appointed in said application to hereafter insert above the filing date and serial number of said application when know.

This assignment includes the entire right, title and interest in said application, all legal equivalents thereof in any country, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements, including, but not limited to, all divisions, continuations, reissues, reexamination certificates, any and all certificates issued in any post-grant proceeding, and extensions of said applications and patents of the United States, foreign patents, utility models, and design registrations, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes, and the right to seek relief and recover all damages, including, but not limited to, a reasonable royalty, by reason of infringement or any other violation of patent or patent application rights. I authorize the Assignee to apply in all countries in my name or in the name of the Assignee for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

In addition, I hereby confirm the sale, assignment, and transfer to the Assignee of the entire right, title and interest throughout the world in said inventions and improvements that occurred by operation of an employment agreement between me and the Assignee existing at the time said inventions and improvements were made. Should I have any remaining interest, I hereby sell, assign, and transfer any right, title and interest I may have in said inventions and improvements anywhere in the world to the Assignee.

The foregoing assignments, sale and transfer have been made for good and valuable consideration in accordance with the aforementioned employment agreement.

I.LEGAL.123005034.1

PATENT
REEL: 034048 FRAME: 0828

Inventor : Amanda Roeve et al.
Appl. No. : Not yet assigned
Filed : Herewith
Page : 3 of 3

Docket No. 077693-8015.US00

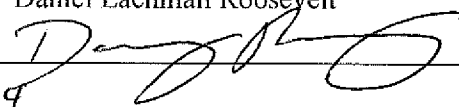
I hereby represent and covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with the assignment of said inventions and improvements to the Assignee.

I further covenant for myself and my respective heirs, legal representatives and assigns, to assist the Assignee in handling various procedures, tasks and documentation in connection with this assignment, including, but not limited to, providing to the Assignee promptly upon the request of the Assignee all pertinent facts and documents relating to said invention and improvements, and said patents, said legal equivalents or other legal instrument as may be known and accessible to me and testifying as to the same in any interference, litigation, or proceeding relating thereto, and promptly executing and delivering to the Assignee or its legal representative any and all papers, documents, instruments or affidavits in connection with obtaining, maintaining, issuing or enforcing said application, said inventions and improvements, and said patents, said equivalents and other legal instrument which may be necessary or desirable to carry out the purposes thereof.

I hereby authorize and request the Commissioner of Patents and Trademarks to issue one or more patents in the United States for said inventions and improvements to BrightRoll, Inc. as assignee of the entire interest, for the sole use and benefit of Assignee, its successors and assigns.

I am competent to execute the above declaration and assignment. I hereby have duly executed the declaration and assignment below with my name.

Full name of inventor: Daniel Lachman Rooseyelt

Inventor's signature: 

Date: 10/23/14

Perkins Coie LLP
P.O. Box 1247
Seattle, Washington 98111-1247
Telephone: (858) 720-5700
Facsimile: (206) 359-7198

LEGAL123005034.1

RECORDED: 10/24/2014

PATENT
REEL: 034048 FRAME: 0829