

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3171840

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JASON J.A. KNAPP	12/31/2014
FABRIZIO BLANCO	01/06/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	THE RUBICON PROJECT, INC.
<b>Street Address:</b>	12181 BLUFF CREEK DRIVE, 4TH FLOOR
<b>City:</b>	PLAYA VISTA
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90094
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Patent Number:</b>	8831987
<b>Application Number:</b>	14480066
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(949)760-9502
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<b>Email:</b>	efiling@knobbe.com
<b>Correspondent Name:</b>	KNOBBE, MARTENS, OLSON & BEAR LLP
<b>Address Line 1:</b>	2040 MAIN STREET, 14TH FLOOR
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<b>ATTORNEY DOCKET NUMBER:</b>	RUBIC.035A, 035C1
<b>NAME OF SUBMITTER:</b>	DAVID N. WEISS
<b>SIGNATURE:</b>	/David N. Weiss/
<b>DATE SIGNED:</b>	01/06/2015
<b>Total Attachments: 4</b>	
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**ASSIGNMENT**

WHEREAS, Jason J.A. Knapp, residing at Solana Beach, CA, Fabrizio Blanco, residing at Los Angeles, CA, (individual(s) hereinafter "ASSIGNOR") invented certain new and useful improvements, technology, inventions, developments, ideas, ornamental design or discoveries related to MANAGING BIDS IN A REAL-TIME AUCTION FOR ADVERTISEMENTS (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States has been prepared for filing (identified above) with the United States Patent and Trademark Office (hereinafter the "Application"); Issued September 9, 2014 as US Patent Number 8,831,987.

AND WHEREAS, The Rubicon Project, Inc., a Delaware Corporation, having an address at 12181 Bluff Creek Drive, 4th Floor, Playa Vista, CA 90094 (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, the receipt of which is hereby acknowledged, ASSIGNOR hereby acknowledges that ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto said ASSIGNEE, successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work, including all provisional applications relating thereto (including but not limited to U.S. Provisional Application No(s). 60/876,026 and 61/326,510, filed December 19, 2006 and April 21, 2010 (respectively if plural applications)), and all nonprovisional applications claiming priority thereto, including, all divisions, continuations, continuations-in-part, reissues, and reexaminations thereof, 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; and ASSIGNOR hereby authorizes and requests 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, successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNOR DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, successors, legal representatives, and assigns 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 ASSIGNOR DOES HEREBY covenant and agree that ASSIGNOR will communicate to said ASSIGNEE, successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Work, and testify in any legal proceeding, assist in the preparation of any other provisional or non-provisional applications relating to the Application and the Work or any improvements made thereto, sign 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, successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

Application No.: 13/091121  
Filing Date: April 20, 2011

Docket Number: RUBIC.035A  
Page 2 of 3

Legal Name of inventor: Jason J.A. Knapp



Digitally signed by Jason Knapp  
DN: cn=Jason Knapp, o, ou,  
email=jason@sbknapps.com,  
c=US  
Date: 2014.12.26 14:12:15 -08'00'

Signature: \_\_\_\_\_

*Signature before a Notary is desirable but not required.*

STATE OF CALIFORNIA

COUNTY OF \_\_\_\_\_

} ss.

On \_\_\_\_\_, before me, \_\_\_\_\_, notary public,  
personally appeared Jason J.A. Knapp who proved to me on the basis of satisfactory evidence  
to be the person(s) whose name(s) is/are subscribed to the within instrument, and  
acknowledged to me that he/she/they executed the same in his/her/their authorized  
capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity  
upon behalf of which the person(s) 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.

[SEAL]

\_\_\_\_\_  
Notary Signature

**Legal Name of inventor:** Jason J.A. Knapp

Signature: \_\_\_\_\_ /Jason J.A. Knapp/ Date: December 31, 2014

*Signature before a Notary is desirable but not required.*

STATE OF CALIFORNIA }  
COUNTY OF \_\_\_\_\_ } ss.

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foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

\_\_\_\_\_  
Notary Signature

Legal Name of inventor: Fabrizio Blanco

Signature: \_\_\_\_\_

Date: 1/6/15

*Signature before a Notary is desirable but not required.*

STATE OF CALIFORNIA

COUNTY OF \_\_\_\_\_

ss.

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[SEAL]

\_\_\_\_\_  
Notary Signature

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PATENT