

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3228636

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	TIANXIAO HUANG	12/05/2014
RECEIVING PARTY DATA		
Name:	QUANTCAST CORPORATION	
Street Address:	201 3RD STREET	
Internal Address:	FLOOR 8	
City:	SAN FRANCISCO	
State/Country:	CALIFORNIA	
Postal Code:	94103	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	14562988
CORRESPONDENCE DATA		
Fax Number:	(415)236-6094	
<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:	4155905810	
Email:	IPTeam@quantcast.com	
Correspondent Name:	RENEE JACOWITZ	
Address Line 1:	201 3RD STREET	
Address Line 2:	FLOOR 8	
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94103	
ATTORNEY DOCKET NUMBER:	QUANT-P098/26482-28325	
NAME OF SUBMITTER:	RENEE JACOWITZ	
SIGNATURE:	/Renee Jacowitz/	
DATE SIGNED:	02/17/2015	
Total Attachments: 2		
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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Quantcast Corp., a Delaware Corporation, having a place of business at 201 Third Street, San Francisco, CA 94103 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following non-provisional application filed under 35 U.S.C. § 111(a), provisional application filed under 35 U.S.C. § 111(b), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):

- Application No. 14/562,988, entitled "Predicting Advertisement Impact for Campaign Selection", filed on 12/8/2014.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all patents and applications from which the APPLICATION was derived; (c) all applications claiming priority from the APPLICATION; (d) all provisional, utility, divisional, continuation, continuation in part, substitute, request for continued examination, renewal, reexamination, reissue, and other applications and extensions related thereto that have been or may be filed in the United States or elsewhere in the world; (e) all patents (including reissues and re-examinations) that may be granted on the applications set forth in (a), (b), (c), and (d) above; (f) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights; and (g) all rights to recover damages for past, present, and future infringement of the patents set forth in (b) and (e) above.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

Title: "Predicting Advertisement Impact for Campaign Selection"

Filed: December 8, 2014

Application No.: 14/562,988

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the patent practitioner of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office or other authority for recordation of this document.

This Assignment between INVENTOR and Quantcast Corp. may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

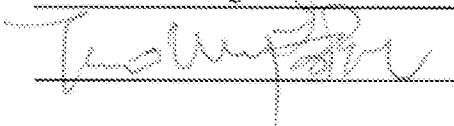
By signing below, INVENTOR further attests to the following:

- The APPLICATION was made or authorized to be made by INVENTOR.
- INVENTOR believes that INVENTOR is the original inventor or an original joint inventor of a claimed invention in the APPLICATION.

INVENTOR hereby acknowledges that any willful false statement made in this document is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Name and Signature:

Tianxiao Huang



Date of Signature

12/05/2014