PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3252585

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the ASSIGNEE NAME, REMOVE COMMA previously recorded on Reel 028899 Frame 0803. Assignor(s) hereby confirms the ASSIGNMENT.
RESUBMIT DOCUMENT ID:	503113928

CONVEYING PARTY DATA

Name	Execution Date
KUANG-CHIH LEE	08/07/2012
BURKAY ORTEN	08/07/2012
ALI DASDAN	08/07/2012
WENTONG LI	08/06/2012

RECEIVING PARTY DATA

Name:	TURN INC.
Street Address:	835 MAIN STREET
City:	REDWOOD CITY
State/Country:	CALIFORNIA
Postal Code:	94063

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13584545

CORRESPONDENCE DATA

Fax Number: (408)228-3739

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.

Phone: 510-900-9501

Email: docket@kwanip.com **Correspondent Name:** KWAN & OLYNICK LLP

Address Line 1:2000 HEARST AVENUE, STE. 305Address Line 4:BERKELEY, CALIFORNIA 94709

ATTORNEY DOCKET NUMBER:	TURNP809
NAME OF SUBMITTER:	AMBER LUNDY
SIGNATURE:	/Amber Lundy/
DATE SIGNED:	03/05/2015

Total Attachments: 18

PATENT REEL: 035118 FRAME: 0533

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PATENT REEL: 035118 FRAME: 0534

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PATENT ASSIGNMENT

09/05/2012

Electronic Version v1.1 Stylesheet Version v1.1

	TYPE: NEW ASSIGNMENT			
NATURE OF CON	/EYANCE:	ASSIGNMENT	ASSIGNMENT	
CONVEYING PART	TY DATA			
Kuang-Chih LEE		Name	Execution Date	
Burkay ORTEN		08/07/2012		
Ali DASDAN		08/07/2012		
Wentong LI			08/07/2012	
promoting Cr			08/06/2012	
RECEIVING PARTY	DATA			
Name:	Tupe no			
Street Address:	TURN, INC.			
City:	835 Main Str			
State/Country:	Redwood Cit			
Postal Code:		CALIFORNIA		
. dotal Gode,	94063			
Property Type Number				
			Number	
Property Application Number		13584545	Number	
		13584545	Number	
Application Number	E DATA	8	Number	
Application Number		9401	Number	
Application Number ORRESPONDENCE ax Number hone: mail:	6504748 6504748 650-474 ptomatte	8401 -8400 sis@alenn-law.com		
Application Number ORRESPONDENCE ax Number hone: mail: 'orrespondence will	6504748 6504748 650-474 ptomatte	8401 -8400 sis@alenn-law.com		
Application Number ORRESPONDENCE ax Number hone: mail: orrespondence will a	E DATA 6504748 650-474 ptomatte be sent to the e-m	is401 -8400 ss@glenn-law.com all address first; if that is unsuccessit.		
Application Number ORRESPONDENCE ax Number hone: mail: 'orrespondence will	E DATA 6504748 660-474 ptomatte be sent to the e-m : Glenn Pa	i401 -8400 ⊌s@glenn-law.com <i>all address first, if that is unsuccessit.</i> atent Group		
Application Number: ORRESPONDENC! ax Number: hone: mail: orrespondence will ail. orrespondent Name	504748 6504748 660-474 ptomatte be sent to the e-m : Glenn Pi 3475 Ed	is401 -8400 ss@glenn-law.com all address first; if that is unsuccessit.		
Application Number: ORRESPONDENC! ax Number; hone; mail; orrespondence will aii. orrespondent Name; ddress Line 1;	E OATA 6504748 660-474 ptomatte be sent to the e-m Glenn Pr 3475 Ed Menio Pr	t401 -8400 ers@glenn-law.com <i>all address first, if that is unsuccessfi</i> stent Group son Way, Suite L		
Application Number: ORRESPONDENCE ax Number; hone; mail; orrespondence will aii. orrespondent Name ddress Line 1; ddress Line 4;	E DATA 6504748 650-474 ptomatte be sent to the e-m Glenn Pa 3475 Ed Menio Pa	s401 -8400 -8is@glenn-law.com -ail address first; if that is unsuccessfu -atent Group -ison Way, Suita L -ark, CALIFORNIA 94025		
Application Number: ORRESPONDENCE ax Number: hone: mail: orrespondence will a diress Line 1: ddress Line 4: TORNEY DOCKET	E DATA 6504748 650-474 ptomatte be sent to the e-m Glenn Pa 3475 Ed Menio Pa	s401 -8400 sis@glenn-law.com all address first, if that is unsuccessfuntent Group ison Way, Suite L. ark, CALIFORNIA 94025 TURNO009		
Application Number: ORRESPONDENCE ax Number: hone: mail: correspondence will a daii. prespondent Name ddress Line 1: ddress Line 4: TORNEY DOCKET	6504748 650-474 ptomatte be sent to the e-m : Glenn Pi 3475 Ed Menio Pi NUMBER:	is 401 -8400		

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PATENT REEL: 028899 FRAME: 0803

PATENT REEL: 035118 FRAME: 0535

Wentong LI

RECORDED: 09/05/2012

ASSIGNOR(S) grants the attorney 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 for recordation of this document.

This Assignment 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.

IN TESTIMONY WHEREOF, ASSIGNOR(S) has hereunto signed his name to the assignment on the date indicated below.

Kuang-Chih LEE	DATE
Burkay ORTEN	DATE
Ali DASDAN	DATE
A	08/06/2012

DATE

REEL: 035118 FRAME: 0536

ASSIGNMENT

WHEREAS, I/We, <u>Kuang-Chih LEE</u>, <u>Burkay Birant ORTEN</u>, <u>Ali DASDAN</u>, <u>and Wentong LI</u>, hereinafter referred to as "ASSIGNOR(S)", have invented certain new and useful improvements, as described and set forth in the below-identified application for United States Letters Patent:

TITLE OF INVENTION: ESTIMATING CONVERSION RATE IN DISPLAY ADVERTISING FROM PAST PERFORMANCE DATA

Initial Her	1 11113 0 4.10.
	K.C. LTurn Inc.
	WHEREAS, Furn., Inc., a corporation duly organized under and pursuant to the laws of the state of
	Delaware, having its principal place of business at 835 Main Street, Redwood City, California 94063,
	hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title, and interest in the
	said invention and application and in any Letters Patent which may be granted with regard to the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and other good and valuable consideration, ASSIGNOR(S) have sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the said ASSIGNEE, and ASSIGNEE'S successors and assigns, all right, title, and interest in and to said invention, said application for United States Letters Patent and any Letters Patent which may be hereafter granted on the same in the United States and all countries throughout the world, including any divisions, renewals, continuations in whole or part, substitutions, conversions, reissues, revivals, prolongation, or extensions thereof, said interest to be held and enjoyed by said ASSIGNOR(S) had this assignment and transfer not been made, for all time.

ASSIGNOR(S) further agrees that they will, without charge to said ASSIGNEE, but at ASSIGNEE'S expense, cooperate with ASSIGNEE in the prosecution of said application and/or applications, execute, verify, acknowledge, and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as ASSIGNEE may lawfully request, to obtain or maintain Letters Patent for said invention and improvement in any and all countries, and to vest title thereto in said ASSIGNEE, or ASSIGNEE'S successors and assigns.

Wentong LI

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1 Lg-chil lee	08/07/2012
Kuang-Chin LEE	DATE
Burkay ORTEN	08/07/2012 DATE
Burkay ORTEN	D. 112
3 li Losh dr	08/07/2012
Ali DASDAN	DATE

DATE

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Kuang-Chih LEE	DATE
Burkay ORTEN	DATE
Ali DASDAN	DATE
	08/06/2012
Wentonall	DATE

ASSIGNMENT

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TITLE OF INVENTION: ESTIMATING CONVERSION RATE IN DISPLAY ADVERTISING FROM PAST PERFORMANCE DATA

Initial Here	
	/B.B.O./. Turn Inc.
	VHEREAS, Turn, Inc. , a corporation duly organized under and pursuant to the laws of the State of
	Delaware, having its principal place of business at 835 Main Street, Redwood City, California 94063,
	pereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title, and interest in the
	aid invention and application and in any Letters Patent which may be granted with regard to the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and other good and valuable consideration, ASSIGNOR(S) have sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the said ASSIGNEE, and ASSIGNEE'S successors and assigns, all right, title, and interest in and to said invention, said application for United States Letters Patent and any Letters Patent which may be hereafter granted on the same in the United States and all countries throughout the world, including any divisions, renewals, continuations in whole or part, substitutions, conversions, reissues, revivals, prolongation, or extensions thereof, said interest to be held and enjoyed by said ASSIGNOR(S) had this assignment and transfer not been made, for all time.

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Wentong LI

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1 Lg-chil Lee	08/07/2012
Kuang-Chih LEE	DATE
Burkay ORTEN	08/07/2012 DATE
Ali DASDAN	08/07/2012 DATE
Montong I I	DATE

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Kuang-Chih LEE	DATE
Burkay ORTEN	DATE
Ali DASDAN	DATE
Wentong LI	08/06/2012 DATE

<u>ASSIGNMENT</u>

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TITLE OF INVENTION: ESTIMATING CONVERSION RATE IN DISPLAY ADVERTISING FROM PAST PERFORMANCE DATA

Initial Here	111113
	$\rightarrow A_{i}$ Turn Inc.
	WHEREAS, <u>Turn, Inc.</u> , a corporation duly organized under and pursuant to the laws of the State of
	Delaware, having its principal place of business at 835 Main Street, Redwood City, California 94063,

Delaware, naving its principal place of business at 835 Main Street, Redwood City, California 94063, hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title, and interest in the said invention and application and in any Letters Patent which may be granted with regard to the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for one boliar (\$1.00) and other good and valuable consideration, ASSIGNOR(S) have sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the said ASSIGNEE, and ASSIGNEE'S successors and assigns, all right, title, and interest in and to said invention, said application for United States Letters Patent and any Letters Patent which may be hereafter granted on the same in the United States and all countries throughout the world, including any divisions, renewals, continuations in whole or part, substitutions, conversions, reissues, revivals, prolongation, or extensions thereof, said interest to be held and enjoyed by said ASSIGNOR(S) had this assignment and transfer not been made, for all time.

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Kuang-Chin LEE	08/07/2012 DATE
Burkay ORTEN	08/07/2012 DATE
Ali DASDAN	08/07/2012 DATE
Wentong LI	 DATE

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Kuang-Chih LEE	DATE
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Wentong LI	DATE

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TITLE OF INVENTION: ESTIMATING CONVERSION RATE IN DISPLAY ADVERTISING FROM PAST PERFORMANCE DATA

Initial Here	Filing Date: _	August 13, 2012	Serial No	13/584,545	
We	C Turn Inc.				
WHERE	AS, Turn, Inc. ,	a corporation duly org	anized under and	d pursuant to the la	ws of the State of
		cipal place of busines			

WHEREAS, <u>Furn</u>, Inc., a corporation duly organized under and pursuant to the laws of the State of Delaware, having its principal place of business at <u>835 Main Street</u>, Redwood City, California 94063, hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title, and interest in the said invention and application and in any Letters Patent which may be granted with regard to the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and other good and valuable consideration, ASSIGNOR(S) have sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the said ASSIGNEE, and ASSIGNEE'S successors and assigns, all right, title, and interest in and to said invention, said application for United States Letters Patent and any Letters Patent which may be hereafter granted on the same in the United States and all countries throughout the world, including any divisions, renewals, continuations in whole or part, substitutions, conversions, reissues, revivals, prolongation, or extensions thereof, said interest to be held and enjoyed by said ASSIGNOR(S) had this assignment and transfer not been made, for all time.

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Kuang-Chin LEE	08/07/2012 DATE
Burkay ORTEN	08/07/2012 DATE
Ali DASDAN	08/07/2012 DATE
Wentong LI	 DATE

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Ali DASDAN	DATE
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Wentong LI	DATE

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TITLE OF INVENTION: ESTIMATING CONVERSION RATE IN DISPLAY ADVERTISING FROM PAST PERFORMANCE DATA

Filing Date: <u>August 13, 2012</u> Serial No. <u>13/584,545</u>
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WHEREAS, <u>Turn</u>, <u>Inc.</u>, a corporation duly organized under and pursuant to the laws of the State of Delaware, having its principal place of business at <u>835 Main Street</u>, <u>Redwood City</u>, <u>California 94063</u>, hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title, and interest in the said invention and application and in any Letters Patent which may be granted with regard to the same;

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PATENT REEL: 028899 FRAME: 0804 PATENT

REEL: 035118 FRAME: 0549

Allorney Docket No: YURN0009

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LJ-Childee Kuang-Childee	08/07/2012 DATE
Burkey ORTEN	<u>08/07/2012</u> DATE
Ali DASDAN	<u>08/07/2012</u> date
Wentong LI	nate

DATE

REEL: 035118 FRAME: 0550