PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3261082

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
HARIHARAN KOLAM	03/09/2015
PETER BLUM	03/09/2015

RECEIVING PARTY DATA

Name:	INSTART LOGIC, INC.
Street Address:	450 LAMBERT AVE.
City:	PALO ALTO
State/Country:	CALIFORNIA
Postal Code:	94306

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14644802

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	INSTP041
NAME OF SUBMITTER:	JONG ANDREW H PARK
SIGNATURE:	/Jong Andrew H. Park/
DATE SIGNED:	03/11/2015

Total Attachments: 1
source=INSTP041 Executed Assignment#page1.tif

ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:
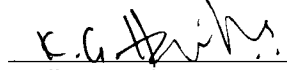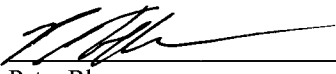
IDENTIFYING CORRELATED COMPONENTS OF DYNAMIC CONTENT

(Attorney Docket No. INSTP041) for which I (we) have executed an application for a United States Letters Patent (the "Application"):

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

1)   Sell, assign, and transfer to Instart Logic, Inc., a Delaware corporation having a place of business at 450 Lambert Ave., Palo Alto, CA 94306, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.

2)   Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.

3)   Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.

4)   Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.

5)   Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

1)   Signature: _____   Date: 3|9|15
        Typed Name: Hariharan Kolam

2)   Signature: _____   Date: 3|9|15
        Typed Name: Peter Blum

Atty Dkt. No. INSTP041

PATENT