

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
RAJARAMAN PERIASAMY	03/24/2015
MARK CHARLES TORRANCE	03/24/2015
MICHAEL JARED BENISCH	03/24/2015
RECEIVING PARTY DATA	
Name:	ROCKET FUEL INC.
Street Address:	1900 SEAPORT BOULEVARD
City:	REDWOOD CITY
State/Country:	CALIFORNIA
Postal Code:	94063-5587
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14256710
CORRESPONDENCE DATA	
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<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>	
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NAME OF SUBMITTER:	ANDREW WHITEHEAD REG NO. 62,447
SIGNATURE:	/Andrew P. Whitehead/
DATE SIGNED:	04/14/2015
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 **Rocket Fuel Inc.**, a Delaware corporation, having a place of business at **1900 Seaport Boulevard., Redwood City, CA 94063-5587** ("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), 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. 14/256,710, entitled "Identifying Mobile Application Installations," filed on April 18, 2014.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto that have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) that may be granted on the applications set forth in (a), (b), and (c) above; and (e) 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.

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.

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.

Title: Identifying Mobile Application Installations
Filed: April 18, 2014
Application No.: 14/256,710

INVENTOR 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 or other authority 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.

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.

<p>Name and Signature _____</p> <p><small>DocuSigned by:</small>  Rajarajan Periasamy</p>	<p>Date of Signature _____</p> <p>3/24/2015 15:22 PT</p>
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<p>Name and Signature _____</p> <p><small>DocuSigned by:</small>  Mark Charles Torrance</p>	<p>Date of Signature _____</p> <p>3/24/2015 14:26 PT</p>
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<p>Name and Signature _____</p> <p><small>DocuSigned by:</small>  Michael Jared Benisch</p>	<p>Date of Signature _____</p> <p>3/24/2015 13:00 PT</p>
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