

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT3313692

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MATTHEW DAVID CURCIO	05/04/2012
	ROBERT LAWRENCE GRZYWINSKI	05/01/2012
	BENJAMIN CHARLES LINSAY	05/04/2012
RECEIVING PARTY DATA		
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City:	SAN MATEO	
State/Country:	CALIFORNIA	
Postal Code:	94404	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	14688184	
CORRESPONDENCE DATA		
Fax Number:		
<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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Address Line 4:	CAMPBELL, CALIFORNIA 95008	
ATTORNEY DOCKET NUMBER:	AGGK.P101C1	
NAME OF SUBMITTER:	ZURVAN MAHAMEDI	
SIGNATURE:	/Zurvan Mahamedi/	
DATE SIGNED:	04/16/2015	
Total Attachments: 4		
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ASSIGNMENT

WHEREAS WE, **Matthew David CURCIO, Robert Lawrence GRZYWINSKI and Benjamin Charles LINSAY**; have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled "**MULTI-TOUCH ATTRIBUTION MODEL FOR VALUING IMPRESSIONS AND OTHER ONLINE ACTIVITIES**", (Attorney Ref. No: AGGK.P101) as filed with the U.S. Patent and Trademark Office as 13/442,759 on April 9, 2012;

AND WHEREAS, **Aggregate Knowledge, Inc.**, a Delaware corporation having an address of **1820 Gateway Drive, Suite 300, San Mateo, CA 94404**, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefrom;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto **Aggregate Knowledge, Inc.**, its legal representatives, successors, and assigns ("Assignee"), the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention and claim priority to said application;

UPON SAID CONSIDERATIONS, we hereby agree with the said Assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action

accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and Assignee;

AND WE REQUEST the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

5/4/2012
Date


Matthew David CURCIO

Date

Robert Lawrence GRZYWINSKI

Date

Benjamin Charles LINSAY

accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and Assignee;

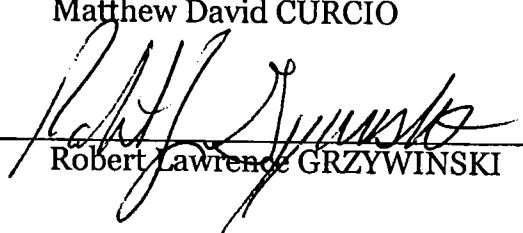
AND WE REQUEST the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Date

5-1-2012

Date

Matthew David CURCIO



Robert Lawrence GRZYWINSKI

Date

Benjamin Charles LINSAY

accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and Assignee;

AND WE REQUEST the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Date

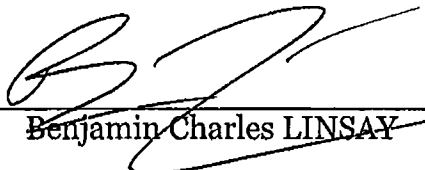
Matthew David CURCIO

Date

Robert Lawrence GRZYWINSKI

5/4/2012

Date



Benjamin Charles LINSAY