

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MICHAEL J. SAYLOR	05/22/2015
PETER JEROME DIDOMENICO III	05/12/2015
PENG XIAO	12/05/2014
BENJAMIN Z. LI	07/19/2013
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	MICROSTRATEGY INCORPORATED
<b>Street Address:</b>	1850 TOWERS CRESCENT PLAZA
<b>City:</b>	VIENNA
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	22182
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13913419
<b>Application Number:</b>	61663546
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
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<b>Phone:</b>	(202) 783-5070
<b>Email:</b>	apsi@fr.com
<b>Correspondent Name:</b>	SAM L. WILLIAMS
<b>Address Line 1:</b>	FISH & RICHARDSON P.C.
<b>Address Line 2:</b>	P.O.BOX 1022
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022
<b>ATTORNEY DOCKET NUMBER:</b>	30693-0143001
<b>NAME OF SUBMITTER:</b>	ARLENE F. YATES
<b>SIGNATURE:</b>	/Arlene F. Yates/
<b>DATE SIGNED:</b>	06/22/2015
<b>Total Attachments: 3</b>	

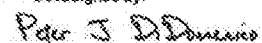
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ASSIGNMENT

For valuable consideration, we, Michael J. Saylor of Vienna, VA, Peter Jerome DiDomenico III of Amissville, VA, and Peng Xiao of McLean, VA, hereby assign to MicroStrategy Incorporated, a corporation of Delaware having a place of business at 1850 Towers Crescent Plaza, Vienna, VA 22182; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are the subject of (1) a provisional patent application for United States patent entitled TARGETED CONTENT DELIVERY, filed 6/23/2012, and assigned U.S. Patent Application Serial Number 61/663,546; and (2) a non-provisional application for United States Patent signed by us, entitled TARGETED CONTENT DELIVERY, filed 6/8/2013, and assigned U.S. Serial Number 13/913,419; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: 5/22/2015  
MICHAEL J. SAYLORDate: May 12, 2015DocuSigned by:  
  
PETER J. DIDOMENICO IIIDate: 12/5/14  
PENG XIAO

ASSIGNMENT

For valuable consideration, we, Michael J. Saylor of 1850 Towers Crescent Plaza, Vienna, VA, Peter J. DiDomenico III of Amissville, VA, Peng Xiao of McLean, VA, and Benjamin Z. Li of McLean VA, hereby assign to MicroStrategy Incorporated, a corporation of Delaware having a place of business at 1850 Towers Crescent Plaza, Vienna, VA 22182; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are the subject of (1) a provisional patent application for United States patent entitled TARGETED CONTENT DELIVERY, filed 6/23/2012, and assigned U.S. Patent Application Serial Number 61/663,546; and (2) a non-provisional application for United States Patent signed by us, entitled TARGETED CONTENT DELIVERY, filed 6/8/2013, and assigned U.S. Serial Number 13/913,419; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: \_\_\_\_\_

\_\_\_\_\_  
MICHAEL J. SAYLOR

Witnessed by:

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_  
PETER J. DIDOMENICO III

Witnessed by:

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_


\_\_\_\_\_  
PENG XIAO

Witnessed by:

Date: \_\_\_\_\_

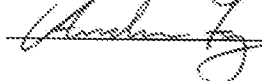
Name: \_\_\_\_\_

Date: 7/19/2013

  
\_\_\_\_\_  
BENJAMIN Z. LI

Witnessed by:

Date: 7/19/2013

Name:   
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