

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
KONRAD S FELDMAN	07/08/2015
PAUL G SUTTER	07/08/2015
RECEIVING PARTY DATA	
Name:	QUANTCAST CORP.
Street Address:	201 THIRD STREET
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94103
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14230614
CORRESPONDENCE DATA	
Fax Number:	(415)520-4700
<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>	
Phone:	4158724753
Email:	IPTEAM@QUANTCAST.COM
Correspondent Name:	ROBIN REASONER
Address Line 1:	201 THIRD STREET
Address Line 2:	2ND FLOOR
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94103
ATTORNEY DOCKET NUMBER:	26482-26523
NAME OF SUBMITTER:	RENEE JACOWITZ
SIGNATURE:	/Renee Jacowitz/
DATE SIGNED:	07/08/2015
Total Attachments: 4	
source=26523_P081_Konrad_Feldman_Assignment_150708#page1.tif	
source=26523_P081_Konrad_Feldman_Assignment_150708#page2.tif	
source=26523_P081_Paul_Sutter_Assignment_150708#page1.tif	
source=26523_P081_Paul_Sutter_Assignment_150708#page2.tif	

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 Quantcast Corp., a Delaware Corporation, having a place of business at 201 Third Street, San Francisco, CA 94103 ("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), provisional application filed under 35 U.S.C. § 111(b), 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. 14/230,614, entitled "Using Proxy Behaviors for Audience Selection," filed on March 31, 2014, which claims priority from U.S. Patent Application Number 13/275,098, filed on October 17, 2011, now U.S. Patent Number 8,751,418.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all patents and applications from which the APPLICATION was derived; (c) all applications claiming priority from the APPLICATION; (d) all provisional, utility, divisional, continuation, continuation in part, substitute, request for continued examination, renewal, reexamination, reissue, and other applications and extensions related thereto that have been or may be filed in the United States or elsewhere in the world; (e) all patents (including reissues and re-examinations) that may be granted on the applications set forth in (a), (b), (c), and (d) above; (f) 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; and (g) all rights to recover damages for past, present, and future infringement of the patents set forth in (b) and (e) above.

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.

INVENTOR grants the patent practitioner 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.

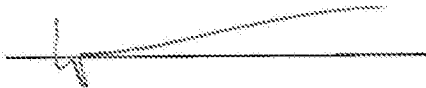
This Assignment between INVENTOR and Quantcast Corp. may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

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.

Konrad S. Feldman



Date of Signature

July 8, 2015

Paul G. Sutter

Date of Signature

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Title: "Using Proxy Behaviors for Audience Selection"

Filed: March 31, 2014

Application No.: 14/230,614

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