

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ADRIAN LESLIE BROWNING	07/09/2015
RECEIVING PARTY DATA	
Name:	TEALIUM INC.
Street Address:	11085 TORREYANA ROAD
City:	SAN DIEGO
State/Country:	CALIFORNIA
Postal Code:	92121
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14151700
CORRESPONDENCE DATA	
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Correspondent Name:	KNOBBE, MARTENS, OLSON & BEAR LLP
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Address Line 4:	IRVINE, CALIFORNIA 92614
ATTORNEY DOCKET NUMBER:	TEALM.002A
NAME OF SUBMITTER:	JACOB PETERSON
SIGNATURE:	/Jacob Peterson/
DATE SIGNED:	07/28/2015
Total Attachments: 8	
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COMBINED DECLARATION & ASSIGNMENT (37 CFR 1.63(e))

Application Data Sheet filed previously or concurrently

Docket No.: TEALM.002A

Page 1 of 8

Title: COMBINED SYNCHRONOUS AND ASYNCHRONOUS TAG DEPLOYMENT

Inventors: Michael Anderson, Tyron Gavin, Colin Douglas Sulin, Fiann James Curry-Towneley-O'Hagan, Kevin Thomas Faurholt, and Adrian Leslie Browning

Declaration

This Declaration is directed to the application identified above that:

Was filed **January 9, 2014** as U.S. Application No. **14/151700** and incorporating any amendments made thereto prior to the signature date of this Declaration.

As a named inventor, I declare that:

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

I have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

Assignment from Inventors

WHEREAS, **above-identified inventors** (individuals hereinafter "ASSIGNORS") invented certain new and useful improvements, technology, inventions, developments, ideas, ornamental designs, or discoveries, and hereby assign or are under an obligation to assign to the below identified Assignee the above-titled application (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States (identified above) has been prepared for filing with the United States Patent and Trademark Office (hereinafter the "Application").

AND WHEREAS, **Tealium Inc.**, a California Corporation, with its principal place of business at 11085 Torreyana Road, San Diego, California 92121 (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Application and the Work.

NOW, THEREFORE, for good and valuable consideration of which receipt is hereby acknowledged, ASSIGNORS hereby acknowledge that ASSIGNORS have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work, including all patent properties filed or issued upon the Application and the Work; where "Patent Properties" include, but are not limited to:

all provisional applications relating thereto (including but not limited to U.S. Provisional Application Nos. **61/872530**, filed **August 30, 2013**; **61/889,876**, filed **October 11, 2013**; **61/900,274**, filed **November 5, 2013**; and **61/896,351**, filed **October 28, 2013**);

all nonprovisional applications claiming priority to the aforementioned provisionals and/or the present Application, including, all divisions, continuations, continuations-in-part, and reissues, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof; and

all rights of priority under International Conventions and any related Letters Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof.

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ASSIGNORS hereby acknowledge the ASSIGNEE as the Applicant for all aforementioned patent properties, and authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all related Letters Patent to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNORS DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assign all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNORS DO HEREBY covenant and agree that ASSIGNORS will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNORS respecting the Work, and testify in any legal proceeding, assist in the preparation of any other Patent Property relating to the Application and the Work or any improvements made thereto, sign/execute all lawful papers, authorize the filing of and execute and make all rightful oaths and/or declarations in connection with the Application and the Work including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

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Kevin Thomas Faurholt, and Adrian Leslie Browning

Legal Name of inventor: Michael Anderson

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Kevin Thomas Faurholt, and Adrian Leslie Browning

Legal Name of inventor: Tyron Gavin

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Kevin Thomas Faurholt, and Adrian Leslie Browning

Legal Name of inventor: Colin Douglas Sulin

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Legal Name of inventor: Fiann James Curry-Towneley-O'Hagan

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Legal Name of inventor: Kevin Thomas Faurholt

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Kevin Thomas Faurholt, and Adrian Leslie Browning

Legal Name of inventor: Adrian Leslie Browning

Signature:  Date: 9/3 July/2015
Witnessed by: 
Witness Name (printed): IAIN MURPHY

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