

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3471581

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ZEEV NEUMEIER	08/03/2015
BRIAN REED	08/03/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	COGNITIVE MEDIA NETWORKS, INC.
<b>Street Address:</b>	1663 MISSION STREET
<b>Internal Address:</b>	SUITE 520
<b>City:</b>	SAN FRANCISCO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	98111-1247
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14217094
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(650)838-4350
<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>	
<b>Phone:</b>	650-838-4300
<b>Email:</b>	tcarvalho@perkinscoie.com
<b>Correspondent Name:</b>	PERKINS COIE LLP
<b>Address Line 1:</b>	P.O. BOX 1247
<b>Address Line 4:</b>	SEATTLE, WASHINGTON 98111-1247
<b>NAME OF SUBMITTER:</b>	TATIANA M. CARVALHO
<b>SIGNATURE:</b>	/Tatiana M. Carvalho/
<b>DATE SIGNED:</b>	08/05/2015
<b>Total Attachments: 14</b>	
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## CONFIRMATORY PATENT ASSIGNMENT

**Cognitive Media Networks, Inc.** is a corporation organized and existing under the laws of the State of Delaware having a principal place of business at 1663 Mission Street, Suite 520, San Francisco, California, 94103 (the "Assignee").

### RECITALS

- A. **Zeev Neumeier** and **Brian Reed** (the "Assignors") are inventors of certain new and useful inventions (the "Inventions") as described and set forth in the nonprovisional application for Letters Patent of the United States titled **SYSTEMS AND METHODS FOR REAL-TIME TELEVISION AD DETECTION USING AN AUTOMATED CONTENT RECOGNITION DATABASE**, filed on **March 17, 2014** as U.S. Application Number **14/217,094**.
- B. The Assignors previously executed a document purporting to assign the entire right, title, and interest in and to the Inventions to **Cognitive Networks, Inc.**, a corporation organized and existing under the laws of the State of Delaware, in a first Assignment by Inventors document recorded at the U.S. Patent and Trademark Office on December 2, 2014 - Reel/Frame: 034503/0520, and signed by **Zeev Neumeier** and **Brian Reed** on October 14, 2014, a copy of which is included in Schedule A.
- C. The first Assignment by Inventors was in error and was void ab initio. The Assignors intended to, and hereby do, assign the entire right, title, and interest in and to the Inventions to the Assignee.
- D. A corrective assignment has been recorded herewith at the U.S. Patent and Trademark Office correcting the name of the assignee from **Cognitive Networks, Inc.** to **Cognitive Media Networks, Inc.** A copy of the corrective assignment is included in Schedule B.
- E. The Assignors hereby acknowledge and confirm the correction of the assignee from **Cognitive Networks, Inc.** to **Cognitive Media Networks, Inc.** in the Assignment by Inventors Document referred to above in RECITAL paragraph B.

F. To the extent not previously conveyed, assigned and transferred to Assignee, Assignors desire to assign, and Assignee desires to acquire, the entire right, title and interest in and to the assets and rights transferred pursuant to this Assignment.

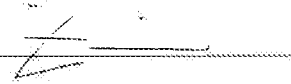
NOW, THEREFORE the Assignors and Assignee agree as follows:

For valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor(s) hereby sell(s), assign(s), and transfer(s) to Assignee, its successors, legal representatives and assign(s), the entire right, title and interest in and to: the Inventions, the Application, and any Patents; any divisions, continuations, and continuations-in-part of the Application and any other application claiming priority rights from the Application; any reissues, reexaminations, or extensions of any and all Patents; the right to file foreign applications directly in the name of Assignee; and the right to claim priority rights deriving from the Application (collectively, the "Rights"). Assignor(s) warrant(s) that Assignor(s) is/are the sole owner(s) of the Rights, and that the Rights are unencumbered. Assignor(s) also agree(s) to not sign any writing or do any act conflicting with this assignment, and, without further compensation, sign all documents and do such additional acts as Assignee deems necessary or desirable to: perfect Assignee's enjoyment of the Rights; prepare and prosecute the Application or any other applications for Patents; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignor(s) request(s) the Commissioner of Patents to issue any Patent of the United States that may be issued on the Invention(s) to Assignee. This Assignment may be executed in counterparts.

Date: 8/3/2015

Signature: \_\_\_\_\_

**Zeev Neumeier**



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

Signature: \_\_\_\_\_

**Brian Reed**

## SCHEDULE A

Attorney Docket No.: COGN-1-1003-1  
Serial No.: 14/217,094  
Filing Date: March 17, 2014  
Title: SYSTEMS AND METHODS FOR REAL-TIME TELEVISION AD DETECTION  
USING AN AUTOMATED CONTENT RECOGNITION DATABASE

### ASSIGNMENT OF PATENT APPLICATION

INVENTORS: Zeev Neumeier, Brian Reed

WHEREAS, WE, the above named INVENTORS, have invented certain new and useful improvements disclosed in an application for United States Letters Patent titled SYSTEMS AND METHODS FOR REAL-TIME TELEVISION AD DETECTION USING AN AUTOMATED CONTENT RECOGNITION DATABASE and filed on even date herewith, said application referenced above.

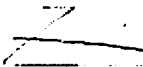
AND WHEREAS COGNITIVE NETWORKS, INC., a Delaware Corporation (hereafter, together with any successors, called "Assignee"), wants to acquire the entire right, title, and interest in and to said improvements and application.

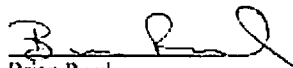
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, We have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to Assignee the entire right, title, and interest in said improvements and application and to divisional, continuations, and continuations-in-part thereof, and all United States Letters Patents which may be granted thereon and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries, and all patents (including all extensions, renewals, and reissues thereof) granted for said improvements in any foreign countries; and I hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to Assignee in accordance with the terms of this assignment.

AND WE HEREBY covenant that WE have full right to convey the entire interest herein assigned, and that WE have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that WE will communicate to Assignee any facts known to us regarding said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuations-in-part, substitute and reissue applications, make all rightful oaths, and generally do everything possible to aid Assignee to obtain and enforce proper patent protection for said improvements in all countries;

IN TESTIMONY WHEREOF, WE hereunto set our hand this 17<sup>th</sup> day of Oct, 2014.

  
Zeev Neumeier

  
Brian Reed

SCHEDULE B

## DECLARATION OF TRUE ASSIGNEE

**Cognitive Media Networks, Inc.** is a corporation organized and existing under the laws of the State of Delaware having a principal place of business at 1663 Mission Street, Suite 520, San Francisco, California, 94103 (the "Assignee").

**Zeev Neumeier** and **Brian Reed** (the "Assignors") are inventors of certain new and useful inventions (the "Inventions") as described and set forth in the nonprovisional application for Letters Patent of the United States titled **SYSTEMS AND METHODS FOR REAL-TIME TELEVISION DETECTION USING AN AUTOMATED CONTENT RECOGNITION DATABASE**, filed on **March 17, 2014** as U.S. Application Number **14/217,094**.

As an officer of the Assignee, to which the above-referenced application has been truly assigned, I hereby declare as follows:

1. The above-referenced application is correctly assigned by the Assignors to the Assignee.
2. The assignment made by the Assignors recorded at Reel/Frame: 034503/0520 on December 2, 2014 was made in error and was void ab initio. The erroneous recordation made by the Assignors should not be considered to alter the chain of title of this application.
3. All statements made herein of my own knowledge are true, and all statements made on information and belief are believed to be true. Further, these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

Date: 8/3/2015

Signature: \_\_\_\_\_

**Zeev Neumeier**

President

Cognitive Media Networks, Inc.

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Date: 8/3/2015

Signature:   
**Zeev Neumeier**

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

Signature: \_\_\_\_\_  
**Brian Reed**



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

Signature: \_\_\_\_\_  
**Zeev Neumeier**

Date: 8-3-2015

Signature: Brian Reed  
**Brian Reed**

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

Signature: \_\_\_\_\_  
**Zeev Neumeier**

Date: 8-3-2015  
\_\_\_\_\_

Signature: Brian Reed  
**Brian Reed**

## SCHEDULE A

Attorney Docket No.: COGN-1-1003-1  
Serial No.: 14/217,094  
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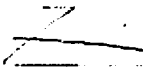
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Signature:   
**Zeev Neumeier**

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

Signature: \_\_\_\_\_  
**Brian Reed**

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

Signature: \_\_\_\_\_  
**Zeev Neumeier**

Date: 8-3-2015

Signature: Brian Reed  
**Brian Reed**