

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3471587

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ZEEV NEUMEIER	08/03/2015
MICHAEL COLLETTE	08/03/2015
W. LEO HOARTY	08/03/2015
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State/Country:	CALIFORNIA
Postal Code:	94103
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14763158
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NAME OF SUBMITTER:	TATIANA M. CARVALHO
SIGNATURE:	/Tatiana M. Carvalho/
DATE SIGNED:	08/05/2015
Total Attachments: 6	
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ASSIGNMENT BY INVENTORS

This Assignment is by **Zeev Neumeier, Michael Collette, and W. Leo Hoarty** (the "Assignors"). The Assignors invented one or more certain inventions (the "Invention(s)") described in an application for Letters Patent of the United States titled **MONITORING INDIVIDUAL VIEWING OF TELEVISION EVENTS USING TRACKING PIXELS AND COOKIES**, and filed on July 23, 2015 with the United States Patent and Trademark Office as U.S. Application No. 14/763,158 (the "Application"). The Assignors authorize the Assignee, identified below, or its representatives to insert the application number and filing date of the Application when known.

Cognitive Media Networks, Inc. a Corporation of Delaware having its principal place of business at **1663 Mission Street, Suite 520, San Francisco, CA 94103** (the "Assignee"), desire to acquire the entire right, title and interest in and to the Invention(s) and the Application, and in and to any patents (collectively, "Patents") that may be granted for the Invention(s) in the United States or in any foreign countries.

For valuable consideration, the receipt and sufficiency of which Assignors acknowledge, Assignors hereby sell, assign, and transfer to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to: the Invention(s), 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"). Assignors warrant that Assignors own the Rights, and that the Rights are unencumbered. Assignors also agree 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 deem necessary or desirable to: perfect Assignee's enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request 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: _____
Michael Collette

Date: _____

Signature: _____
W. Leo Hoarty

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Date: _____

Signature: _____
Zeev Neumeier

Date: Aug 3, 2015

Signature: 
Michael Collette

Date: _____

Signature: _____
W. Leo Hoarty

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Date:

Signature:
Zeev Neumeier

Date: _____

Signature: _____
Michael Collette

Date: August 3, 2015

Signature: *W. Leo Hoarty*
W. Leo Hoarty