

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT3522077

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BRENDAN KITTS	08/31/2015
DYNG AU	08/25/2015
JON BORCHARDT	09/02/2015
RECEIVING PARTY DATA	
Name:	LUCID COMMERCE, INC.
Street Address:	159 SOUTH JACKSON STREET
Internal Address:	SUITE 200
City:	SEATTLE
State/Country:	WASHINGTON
Postal Code:	98104
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14817990
CORRESPONDENCE DATA	
Fax Number:	
<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:	202-808-3550
Email:	mblakey@bookoffmcandrews.com
Correspondent Name:	BOOKOFF MCANDREWS, PLLC
Address Line 1:	2401 PENNSYLVANIA AVENUE, NW
Address Line 4:	WASHINGTON, D.C. 20037
ATTORNEY DOCKET NUMBER:	00008.0095-01000
NAME OF SUBMITTER:	RANDAL K. WHITEHEAD
SIGNATURE:	/ Randal K. Whitehead /
DATE SIGNED:	09/11/2015
Total Attachments: 4	
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ASSIGNMENT

WHEREAS I, a below named inventor, have made a new and useful invention described in a patent application entitled:

SYSTEMS AND METHODS FOR SELL-SIDE TV AD OPTIMIZATION

for which I executed an application for United States Letters Patent filed in the U.S. Patent and Trademark Office ("USPTO") herewith, and/or being identified in the USPTO by Application No. 14/817,990, filed August 4, 2015, and

WHEREAS, Lucid Commerce, Inc., a corporation of Washington, whose post office address is 159 South Jackson Street, Suite 200, Seattle, Washington 98104 (hereinafter referred to as Assignee), is desirous of securing and memorializing its entire right, title, and interest in and to this invention in all countries throughout the world, and in and to any provisional or nonprovisional applications for United States Letters Patent on this invention and any Letters Patent to be issued upon this application or any application claiming priority to this application;

NOW THEREFORE, be it known that, for good and valuable consideration, the receipt of which from Assignee is hereby acknowledged, I have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my entire right, title, and interest in and to this invention, U.S. Provisional Application No. 62/032,936, filed on August 4, 2014, all nonprovisional applications, divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above application(s) and/or Letters Patent, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I HEREBY covenant that I have the full right to convey the interest assigned by this Assignment, and I have not executed and will not execute any agreement in conflict with this Assignment;

AND, I HEREBY authorize the Assignee (or its designee) to apply for patent (or similar legal protection) in its own name if desired, in any and all countries;

AND, I HEREBY further covenant and agree that I will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all nonprovisional, divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to

aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, We have hereunto set our hands.

Name: Brendan KITTS
Address: 4506 S.W. Alaska Street
Seattle, Washington 98116
USA

Signed: 

Date: 8/31/2015

Name: Dyng AU
Address: 1949 E. Blaine Street
Seattle, Washington 98112
USA

Signed: _____

Date: _____

Name: Jon BORCHARDT
Address: 3446 12th Avenue W
Seattle, Washington 98119
USA

Signed: _____

Date: _____

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Address: 3446 12th Avenue W
Seattle, Washington 98119
USA

Signed: _____

Date: _____

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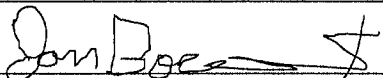
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Date: _____

Name: Jon BORCHARDT
Address: 3446 12th Avenue W
Seattle, Washington 98119
USA

Signed: 

Date: 9/2/2015