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| PATENT ASSIGNMENT COVER SHEET |
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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| RODERICK MACKENZIE | 09/24/2015 |
| MICHELLE AVARY | 09/23/2015 |
| ROBERT J. MACCINI | 09/16/2015 |
| JOSEPH V. GALLAGHER | 09/24/2015 |
| RECEIVING PARTY DATA | |
| Name: | DRIVE TIME METRICS, INC. |
| Street Address: | 402 ANGELL STREET |
| City: | PROVIDENCE |
| State/Country: | RHODE ISLAND |
| Postal Code: | 02906 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 14872497 |
| CORRESPONDENCE DATA | |
| Fax Number: | (401)273-4447 |
| <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: | 401-273-4446 |
| Email: | drj@barjos.com |
| Correspondent Name: | BARLOW, JOSEPHS & HOLMES, LTD. |
| Address Line 1: | 101 DYER STREET |
| Address Line 2: | 5TH FLOOR |
| Address Line 4: | PROVIDENCE, RHODE ISLAND 02903 |
| ATTORNEY DOCKET NUMBER: | D078 P02901-US1 |
| NAME OF SUBMITTER: | DAVID R. JOSEPHS |
| SIGNATURE: | /david r. josephs/ |
| DATE SIGNED: | 10/01/2015 |
| Total Attachments: 4 | |
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PATENT ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I,

Roderick MacKenzie, a citizen of the United States and the United Kingdom, residing at 1733 NE 3rd Avenue, Ft. Lauderdale, FL 33305

(hereinafter, "Assignor"), who, having created, and believing myself to be an original inventor of, a certain invention entitled:

CROSS CHANNEL IN-VEHICLE MEDIA CONSUMPTION MEASUREMENT AND ANALYSIS

and for which an application for U.S. Letters Patent is being filed contemporaneously herewith;

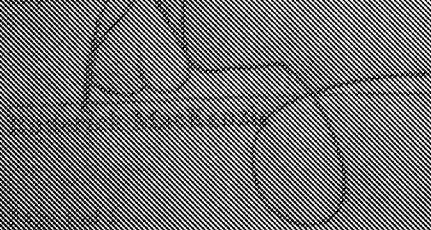
do hereby sell, assign and transfer to:

Drive Time Metrics, Inc., having its principal place of business at 402 Angell Street, Providence, RI 02906,

(hereinafter, "Assignee"), its successors, assigns, and legal representatives, the full and exclusive right to said invention and said application and to any and all inventions described in said application for the United States, its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States, its territorial possessions and all foreign countries; and in and to any and all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, and all other applications for Letters Patent relating thereto which have been or shall be filed in the United States, its territorial possessions and/or any foreign countries, and all rights, together with all priority rights, under any of the international conventions, unions, agreements, acts, and treaties, including all future conventions, unions, agreements, acts, and treaties;

I authorize Assignee to apply for and receive Letters Patent for such protection in its own name, in the United States, its territorial possessions, and all foreign countries; and that, when requested to carry out in good faith the intent and purpose of this assignment, at the expense of said Assignee, but without charge to Assignee, its successors, assigns and legal representatives, the undersigned will execute all continuations-in-part, continuations, divisions, substitutes, reissues, and extensions thereof, execute all rightful oaths, assignments, powers of attorney and other papers, testify in any legal or quasi legal proceedings, communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said invention and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or legal representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said invention and for vesting title to said invention and all applications for patents on said invention in said Assignee, its successors, assigns and legal representatives; and

covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein assigned has been made to others by the undersigned, and that full right to convey the same as herein assigned is reserved by the undersigned.


Roderick MacKenzie

Dated: 24 SEP 2015

Drive Time Metrics, Inc.

PATENT ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I,

Michelle Avary, a citizen of the United States, residing at 2054 Gordon Avenue, Menlo Park, CA 94024

(hereinafter, "Assignor"), who, having created, and believing myself to be an original inventor of, a certain invention entitled:

CROSS CHANNEL IN-VEHICLE MEDIA CONSUMPTION MEASUREMENT AND ANALYSIS

and for which an application for U.S. Letters Patent is being filed contemporaneously herewith;

do hereby sell, assign and transfer to:

Drive Time Metrics, Inc., having its principal place of business at 402 Angell Street, Providence, RI 02906,

(hereinafter, "Assignee"), its successors, assigns, and legal representatives, the full and exclusive right to said invention and said application and to any and all inventions described in said application for the United States, its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States, its territorial possessions and all foreign countries; and in and to any and all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, and all other applications for Letters Patent relating thereto which have been or shall be filed in the United States, its territorial possessions and/or any foreign countries, and all rights, together with all priority rights, under any of the international conventions, unions, agreements, acts, and treaties, including all future conventions, unions, agreements, acts, and treaties;

I authorize Assignee to apply for and receive Letters Patent for such protection in its own name, in the United States, its territorial possessions, and all foreign countries; and that, when requested to carry out in good faith the intent and purpose of this assignment, at the expense of said Assignee, but without charge to Assignee, its successors, assigns and legal representatives, the undersigned will execute all continuations-in-part, continuations, divisions, substitutes, reissues, and extensions thereof, execute all rightful oaths, assignments, powers of attorney and other papers, testify in any legal or quasi legal proceedings; communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said invention and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or legal representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said invention and for vesting title to said invention and all applications for patents on said invention in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.


Michelle Avary

Dated: Sept 15, 2015

PATENT ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I,

Robert J. Maccini, a citizen of the United States, residing at 12 Kings Row, Cumberland, RI 02864.

(hereinafter, "Assignor"), who, having created, and believing myself to be an original inventor of, a certain invention entitled:

CROSS CHANNEL IN-VEHICLE MEDIA CONSUMPTION MEASUREMENT AND ANALYSIS

and for which an application for U.S. Letters Patent is being filed contemporaneously herewith;

do hereby sell, assign and transfer to:

Drive Time Metrics, Inc., having its principal place of business at 402 Angell Street, Providence, RI 02906,

(hereinafter, "Assignee"), its successors, assigns, and legal representatives, the full and exclusive right to said invention and said application and to any and all inventions described in said application for the United States, its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States, its territorial possessions and all foreign countries; and in and to any and all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, and all other applications for Letters Patent relating thereto which have been or shall be filed in the United States, its territorial possessions and/or any foreign countries, and all rights, together with all priority rights, under any of the international conventions, unions, agreements, acts, and treaties, including all future conventions, unions, agreements, acts, and treaties;

I authorize Assignee to apply for and receive Letters Patent for such protection in its own name, in the United States, its territorial possessions, and all foreign countries; and that, when requested to carry out in good faith the intent and purpose of this assignment, at the expense of said Assignee, but without charge to Assignee, its successors, assigns and legal representatives, the undersigned will execute all continuations-in-part, continuations, divisions, substitutes, reissues, and extensions thereof, execute all rightful oaths, assignments, powers of attorney and other papers, testify in any legal or quasi legal proceedings, communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said invention and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or legal representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said invention and for vesting title to said invention and all applications for patents on said invention in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.


Robert J. Maccini

Dated: 9/16/15

PATENT ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I,

Joseph V. Gallagher, a citizen of the United States, residing at 27 Chastellux Avenue, Newport,
RI 02840

(hereinafter, "Assignor"), who, having created, and believing myself to be an original inventor of,
a certain invention entitled:

CROSS CHANNEL IN-VEHICLE MEDIA CONSUMPTION MEASUREMENT AND ANALYSIS

and for which an application for U.S. Letters Patent is being filed contemporaneously herewith;

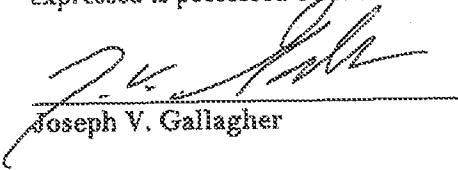
do hereby sell, assign and transfer to:

Drive Time Metrics, Inc., having its principal place of business at 402 Angell Street,
Providence, RI 02906,

(hereinafter, "Assignee"), its successors, assigns, and legal representatives, the full and exclusive right to said invention and said application and to any and all inventions described in said application for the United States, its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States, its territorial possessions and all foreign countries; and in and to any and all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, and all other applications for Letters Patent relating thereto which have been or shall be filed in the United States, its territorial possessions and/or any foreign countries, and all rights, together with all priority rights, under any of the international conventions, unions, agreements, acts, and treaties, including all future conventions, unions, agreements, acts, and treaties;

I authorize Assignee to apply for and receive Letters Patent for such protection in its own name, in the United States, its territorial possessions, and all foreign countries; and that, when requested to carry out in good faith the intent and purpose of this assignment, at the expense of said Assignee, but without charge to Assignee, its successors, assigns and legal representatives, the undersigned will execute all continuations-in-part, continuations, divisions, substitutes, reissues, and extensions thereof, execute all rightful oaths, assignments, powers of attorney and other papers, testify in any legal or quasi legal proceedings; communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said invention and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or legal representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said invention and for vesting title to said invention and all applications for patents on said invention in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.



Joseph V. Gallagher

Dated: 9/24/15