

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3583031

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| NEXAGE, INC. | 10/19/2015 |
| RECEIVING PARTY DATA | |
| Name: | MILLENNIAL MEDIA, INC. |
| Street Address: | 2400 BOSTON STREET - SUITE 200 |
| City: | BALTIMORE |
| State/Country: | MARYLAND |
| Postal Code: | 21224 |
| PROPERTY NUMBERS Total: 2 | |
| Property Type | Number |
| Application Number: | 14556335 |
| Patent Number: | 8577724 |
| 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: | 412-805-2539 |
| Email: | adetschelt@millennialmedia.com |
| Correspondent Name: | ALEXANDER DETSCHELT |
| Address Line 1: | 155 SEAPORT BOULEVARD |
| Address Line 4: | BOSTON, MASSACHUSETTS 02210 |
| NAME OF SUBMITTER: | ALEXANDER DETSCHELT |
| SIGNATURE: | /Alexander Detschelt/ |
| DATE SIGNED: | 10/22/2015 |
| Total Attachments: 2 | |
| source=NexageRecordation#page1.tif | |
| source=NexageAssignments#page1.tif | |

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Nexage, Inc.

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Millennial Media, Inc.

Internal Address: _____

Street Address: 2400 Boston Street

Suite 200

City: Baltimore

State: MD

Country: US Zip: 21224

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 10/19/2015

- Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s):

This document serves as an Oath/Declaration (37 CFR 1.63).

A. Patent Application No.(s)

14/556,335

B. Patent No.(s)

8,577,724

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Alexander Detschelt

Internal Address: _____

Street Address: 155 Seaport Blvd

City: Boston

State: MA Zip: 02210

Phone Number: _____

Docket Number: _____

Email Address: adetschelt@millennialmedia.com

6. Total number of applications and patents involved: 2**7. Total fee (37 CFR 1.21(h) & 3.41) \$ _____**

- Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information

Deposit Account Number _____

Authorized User Name _____

9. Signature:

/Alexander Detschelt/

October 22, 2015

Signature

Date

Alexander Detschelt

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

PATENT

REEL: 036861 FRAME: 0821

PATENT ASSIGNMENT

WHEREAS, Nexage, Inc., a Delaware corporation, located at 101 Arch St #1510, Boston, MA 02110, (hereinafter called "Assignor"), is the sole and exclusive owner, by assignment, of the patent application entitled **BROKER EXTENSIONS TO REAL-TIME BIDDING IN DIGITAL MEDIA** filed on December 1, 2014 and assigned U.S. Application No. 14/556,335, and patent entitled **SERVING REQUESTS BY SELECTIVELY USING A PLURALITY OF RESPONSE PROVIDERS** issued as U.S. Pat. No. 8,577,724 on November 5, 2013; and

WHEREAS, Millennial Media, Inc., a Delaware corporation, located at 2400 Boston Street, Suite 200, Baltimore, MD 21224, (hereinafter called "Assignee"), is desirous of acquiring the Assignor's entire right, title and interest in and to said application and patent and the inventions and improvements covered thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in said application and patent and the inventions and improvements covered thereby for the United States and all foreign countries, and all continuations, divisions, renewals, extensions, or substitutes thereof, and any reissue, reissues, reexamination or reexaminations of each said patent and patent application which may be granted, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which each said patent and patent application may be granted, reissued or reexamined, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made; together with all claims for damages by reason of past infringement of said patent, with the right to sue for and collect the same for its own use and for the use of its successors, assigns or other legal representatives.

Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

Dated: 10/19/2015

By: *James M. Butler*
James M. Butler
Chief Technology Officer

Commonwealth of Massachusetts County of Suffolk

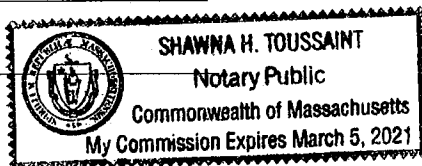
On 10/19/15 (date), before me, Shawna H. Toussaint (name of notary),

personally appeared James M. Butler (signer).

WITNESS my hand and official seal

Shawna H. Toussaint
(notary signature)

My Commission Expires:



PATENT