

## PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT3646618

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
YAN LI	09/02/2015
DAVIS SHEPHERD	09/02/2015
XI LIU	10/09/2015
JIBIN ZHAN	08/14/2015
FAISAL ZAKARIA SIDDIQI	09/10/2015
ADITYA RAVIKUMAR GANJAM	08/13/2015
ION STOICA	11/18/2015
HUI ZHANG	08/13/2015
ALEXEY SERBIN	08/21/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CONVIVA INC.
<b>Street Address:</b>	989 E. HILLSDALE BLVD., SUITE 400
<b>City:</b>	FOSTER CITY
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94404
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14738719
<b>CORRESPONDENCE DATA</b>	
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<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>	4089732585
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<b>Correspondent Name:</b>	VAN PELT, YI & JAMES LLP
<b>Address Line 1:</b>	10050 N. FOOTHILL BLVD., STE 200
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<b>ATTORNEY DOCKET NUMBER:</b>	RINEP027
<b>NAME OF SUBMITTER:</b>	YEU-TING GEORGE CHENG

<b>SIGNATURE:</b>	/Yeu-Ting George Cheng/
<b>DATE SIGNED:</b>	12/07/2015
<b>Total Attachments: 3</b> source=RINEP027 Executed Assignment#page1.tif source=RINEP027 Executed Assignment#page2.tif source=RINEP027 Executed Assignment#page3.tif	

## ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:



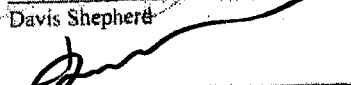

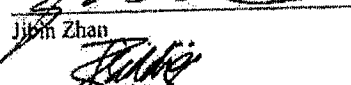
### STREAMING DECISION IN THE CLOUD

for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on June 12, 2015, and which bears the Application No. 14/738,719 (the "Application");

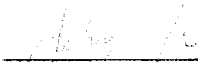
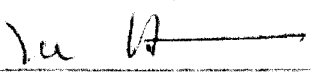
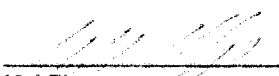
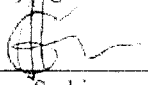
For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Sell, assign, and transfer to Conviva Inc., a Delaware corporation having a place of business at 989 E. Hillsdale Blvd., Suite 400, Foster City, CA 94404, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- |    |  |                        |
|----|--|------------------------|
| 1) | Signature:  | Date: <u>9/2/2015</u>  |
|    | Typed Name: Yan Li   |                        |
| 2) | Signature:  | Date: <u>9/2/2015</u>  |
|    | Typed Name: Davis Shepherd   |                        |
| 3) | Signature:  | Date: <u>10/9/2015</u> |
|    | Typed Name: Xi Liu   |                        |
| 4) | Signature:  | Date: <u>08/14/15</u>  |
|    | Typed Name: Jipin Zhan   |                        |
| 5) | Signature:  | Date: <u>9/10/15</u>   |
|    | Typed Name: Faisal Zakaria Siddiqi   |                        |

- 6) Signature: Aditya R Date: 8/13/15  
Typed Name: Aditya Ravikumar Ganjam
- 7) Signature: Ion Stoica Date: \_\_\_\_\_  
Typed Name: Ion Stoica
- 8) Signature: Hui Zhang Date: 8/13/15  
Typed Name: Hui Zhang
- 9) Signature: Alexey Serbin Date: 09/21/2015  
Typed Name: Alexey Serbin

- 6) Signature:  Date: 11/18/15  
Typed Name: Aditya Ravikumar Ganjam
- 7) Signature:  Date: 11/18/15  
Typed Name: Ion Stoica
- 8) Signature:  Date: 8/13/15  
Typed Name: Hui Zhang
- 9) Signature:  Date: 09/21/2015  
Typed Name: Alexey Serbin