

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3678387

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
UNICORN MEDIA, INC.	01/30/2014
RECEIVING PARTY DATA	
Name:	CACTI ACQUISITION LLC
Street Address:	290 CONGRESS STREET
Internal Address:	4TH FLOOR
City:	BOSTON
State/Country:	MASSACHUSETTS
Postal Code:	02210
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14918368
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>	
Email:	ajoseph@kilpatricktownsend.com
Correspondent Name:	CACTI ACQUISITION LLC
Address Line 1:	290 CONGRESS STREET
Address Line 2:	4TH FLOOR
Address Line 4:	BOSTON, MASSACHUSETTS 02210
ATTORNEY DOCKET NUMBER:	092853-0961827 (004120US)
NAME OF SUBMITTER:	SCOTT L. MCMILLAN
SIGNATURE:	/Scott L. McMillan/
DATE SIGNED:	12/31/2015
Total Attachments: 8	
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PATENT RIGHTS ASSIGNMENT

This Patent Rights Assignment (this "Assignment") is made effective this 31st day of January, 2014, by and between Unicorn Media, Inc., a corporation organized and existing under the laws of Delaware, and having a usual place of business at 24 West 5th Street, Tempe, Arizona 85281 ("Assignor") and Cacti Acquisition LLC, a limited liability company organized and existing under the laws of Delaware, and having a usual place of business at 290 Congress Street, 4th Floor, Boston, Massachusetts 02210 ("Assignee").

WHEREAS, Assignor possesses certain rights in and to the patents and patent applications (and patents issuing on such applications) set forth on Exhibit A attached hereto and incorporated herein by reference (collectively, the "Patent Rights") and the invention(s) described and/or claimed in the Patent Rights (the "Inventions");

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement and Plan of Reorganization, dated January 6, 2014 (the "Purchase Agreement"), pursuant to which Assignor transferred, sold and conveyed to Assignee substantially all of the assets of Assignor, including the Inventions and Patent Rights;

WHEREAS, Assignor now wishes to assign the Inventions and Patent Rights to Assignee, and Assignee desires to acquire the Inventions and Patent Rights from Assignor; and

WHEREAS, the execution and delivery of this Assignment is a condition to Closing under the Purchase Agreement.

NOW, THEREFORE, in consideration of at least U.S. \$5, the premises set forth above and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors, assigns, and legal representatives, Assignor's entire right, title and interest in and throughout the world in and to the Inventions, together with Assignor's entire right, title and interest in and to the Patent Rights and such other patents as may issue thereon or claim priority under United States law or international convention, including but not limited to non-provisionals, continuations, divisionals, reissues, reexaminations, extensions, and substitutions of patents and patent applications within the Patent Rights or such other patents, and any right, title and interest Assignor may have in applications to which the Patent Rights claim priority; the Inventions and the Patent Rights to be held and enjoyed by Assignee for its own use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said patents may be granted as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made; and Assignor hereby conveys all of its rights arising under or pursuant to any and all United States laws and international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for patent, including but not limited to any cause(s) of action and damages accruing prior to this assignment. Assignor hereby acknowledges that this assignment, being of Assignor's entire right, title and interest in and to the Inventions and the Patent Rights carries with it the right in Assignee to apply for and obtain from competent authorities in all countries of the world any and all patents

by attorneys and agents of Assignee's selection and the right to procure the grant of all patents to Assignee in its own name as assignee of Assignor's entire right, title and interest therein.

Assignor hereby further agrees for itself and its successors, assigns, agents, and legal representatives to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the Patent Rights to Assignee, its successors, assigns, and legal representatives, as well as to third parties at the request of Assignee including the execution of documents (including, without limitation, petitions, specifications, oaths, assignments, disclaimers, declarations and affidavits) relating to non-provisional, substitution, continuation, divisional, reissue, reexamination, or corresponding foreign or international patent applications within the Patent Rights, as requested by Assignee, and generally do everything possible to aid Assignee, its successors, assigns and legal representatives to obtain, record, maintain, and enforce full protection for the Inventions in all countries, but in each instance at Assignee's reasonable expense.

Assignor hereby further agrees to provide documentary evidence and statements or testimony in any interference, opposition, re-examination, reissue or other proceeding in which any of the Patent Rights may be involved.

Assignor hereby warrants that it has not knowingly conveyed to others any rights in the Patent Rights or the Inventions or any license to use the same or to make, use or sell anything embodying or utilizing any of the Inventions, and that it has good right to assign the Inventions and the Patent Rights without encumbrance.

Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered officials of all other governments whose duty it is to record patents, applications and title thereto, to record the Patent Rights and title thereto as the property of Assignee, its successors, assigns, or legal representatives in accordance with the terms of this instrument.

Assignor does hereby further authorize and request the Director of the United States Patent and Trademark Office and the empowered officials of all other governments to issue such Patent Rights or patents as shall be granted upon the Patent Rights, or applications based thereon, to Assignee, its successors, assigns, or legal representatives.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

ASSIGNOR: UNICORN MEDIA, INC.

By: [Signature]
William H. Rinehart, Chief
Executive Officer

On this 30th day of Jan., 2014, before me, the undersigned Notary Public, personally appeared William H. Rinehart, proved to me through satisfactory evidence of identification, which was/were AZ Drivers License to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief. The above-indicated individual is duly authorized to execute this document singly on behalf of Assignor and executed this document of his/her own free will.

[Signature]
Signature of Notary

(Seal)

My Commission Expires: 8/5/17



ASSIGNEE: Cacti Acquisition LLC (by Brightcove Inc., its sole member)

Name: _____
Signature: _____
Title: _____

On this _____ day of _____, 2014, before me, the undersigned Notary Public, personally appeared _____, proved to me through satisfactory evidence of identification, which was/were _____, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief. The above-indicated individual is duly authorized to execute this document singly on behalf of Assignee and executed this document of his/her own free will.

Signature of Notary

(Seal)

My Commission Expires: _____

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

ASSIGNOR: UNICORN MEDIA, INC.

By: _____
William H. Rinehart, Chief
Executive Officer

On this _____ day of _____, 2014, before me, the undersigned Notary Public, personally appeared William H. Rinehart, proved to me through satisfactory evidence of identification, which was/were _____, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief. The above-indicated individual is duly authorized to execute this document singly on behalf of Assignor and executed this document of his/her own free will.

(Seal)

Signature of Notary

My Commission Expires: _____

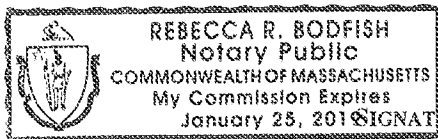
ASSIGNEE: Cacti Acquisition LLC (by Brightcove Inc., its sole member)
Name: _____
Signature: CHRISTOPHER A. McMAHON
Title: CEO

On this 31st day of January, 2014, before me, the undersigned Notary Public, personally appeared Christopher McMahon proved to me through satisfactory evidence of identification, which was/were personally known to me, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief. The above-indicated individual is duly authorized to execute this document singly on behalf of Assignee and executed this document of his/her own free will.

[Signature]
Signature of Notary

(Seal)

My Commission Expires: January 25, 2019



SIGNATURE PAGE TO PATENT RIGHTS ASSIGNMENT

Exhibit A

PATENT RIGHTS

REF. NO.	COUNTRY	TITLE	APP. NO / FILING DATE	FILING DATE	PAT. NO / ISSUE DATE	ISSUE DATE	STATUS
92853-787263 000700AU	Australia	CLOUD DATA PERSISTENCE ENGINE	2010202782 Jul 1, 2010		2010202782 10-Mar-11		Issued
92853-798163 000700US	USA	CLOUD DATA PERSISTENCE ENGINE	13/017,866 Jan 31, 2011		8,280,987 2-Oct-12		Issued
92853-847944 000720US	USA	CLOUD DATA PERSISTENCE ENGINE	13/599,804 Aug 30, 2012				Published
92853-790978 000800AU	Australia	PIPELINING FOR MASSIVELY PARALLEL SERVICE ARCHITECTURE	2010212287 Aug 12, 2010		2010212287 21-Jun-12		Issued
92853-787264 000800US	USA	PIPELINING FOR MASSIVELY PARALLEL SERVICE ARCHITECTURE	13/047,622 Mar 14, 2011		8,326,912 4-Dec-12		Issued
92853-787332 000900US	USA	ENTERPRISE GRADE RIGHTS MANAGEMENT	61/381,366 Sep 9, 2010				Expired
92853-819607 000900US	USA	ENTERPRISE GRADE RIGHTS MANAGEMENT	13/228,194 Sep 8, 2011				Published
92853-787393 001000AU	Australia	DYNAMIC CHUNKING FOR MEDIA STREAMING	2010202741 Jun 30, 2010		2010202741 7-Apr-11		Issued
92853-796968 001000US	USA	DYNAMIC CHUNKING FOR MEDIA STREAMING	12/976,883 Dec 22, 2010		8,145,782 27-Mar-12		Issued
92853-835725 001010US	USA	DYNAMIC INDEX FILE CREATION FOR MEDIA STREAMING	13/429,656 Mar 26, 2012		8,327,013 4-Dec-12		Issued
92853-858083 001020PC	PCT	DYNAMIC AUDIO TRACK SELECTION FOR MEDIA STREAMING	PCT/US2013/025180 Feb 7, 2013				Published
92853-827302 001020US	USA	DYNAMIC AUDIO TRACK SELECTION FOR MEDIA STREAMING	13/567,681 Aug 6, 2012				Published
92853-787394 001100AU	Australia	DYNAMIC INDEXING FOR AD INSERTION IN MEDIA STREAMING	2010202740 Jun 30, 2010		2010202740 7-Apr-11		Issued
92853-787396 001300US	USA	DYNAMIC APPLICATION PROGRAMMING INTERFACE	12/888,089 Sep 22, 2010		8,495,177 23-Jul-13		Issued

92853-872147 001310US	USA	DYNAMIC APPLICATION PROGRAMMING INTERFACE	13/921,679 Jun 19, 2013				Published
92853-787397 001400US	USA	SCHEMA-BASED FEED GENERATION FOR MEDIA SYNDICATION	12/888,105 Sep 22, 2010		8,533,296 10-Sep-13		Issued
92853-788080 001500AU	Australia	ANALYTICS PERFORMANCE ENHANCEMENTS	2011201380 Mar 25, 2011		2011201380 17-May-12		Issued
92853-799707 001500US	USA	ANALYTICS PERFORMANCE ENHANCEMENTS	13/364,238 Feb 1, 2012				Published
92853-788081 001600AU	Australia	MULTIPLE PHASE DISTRIBUTED REDUCTION ANALYTICS PERFORMANCE ENHANCEMENTS	2011201381 Mar 25, 2011		2011201381 17-May-12		Issued
92853-831641 001600US	USA	MULTIPLE PHASE DISTRIBUTED REDUCTION	13/364,086 Feb 1, 2012		8,392,559 5-Mar-13		Issued
92853-788725 001700US	USA	PAUSE FEATURE	61/092,236 Aug 27, 2008				Expired
92853-789320 001710US	USA	MEDIA PLAYBACK SYSTEM WITH MULTIPLE VIDEO FORMATS	12/549,281 Aug 27, 2009				Published
92853-789321 001800US	USA	FOUR DIMENSIONAL SEARCH METHOD USING QUANTUM MECHANICS TO SUPPLY/ASSIGN GRAVITY TO OBJECTS IN A DATABASE AND FORM RELATIONSHIPS BETWEEN THOSE OBJECTS	61/127,705 May 15, 2008				Expired
92853-789322 001810US	USA	FOUR DIMENSIONAL SEARCH METHOD FOR OBJECTS IN A DATABASE	12/467,107 May 15, 2009		8,521,742 27-Aug-13		Issued
92853-798164 002000AU	Australia	TRANSCODELESS ON-THE-FLY AD INSERTION	2011201404 Mar 28, 2011		2011201404 26-Apr-12		Issued
92853-796014 002000US	USA	TRANSCODELESS ON-THE-FLY AD INSERTION	13/092,299 Apr 22, 2011		8,429,250 23-Apr-13		Issued
92853-870418 002010US	USA	TRANSCODELESS ON-THE-FLY AD INSERTION	13/846,999 Mar 19, 2013				Published

92853-807568 002200US	USA	SINGLE-URL CONTENT DELIVERY	13/245,372 Sep 26, 2011				Published
92853-807569 002300US	USA	DYNAMIC ENCRYPTION	13/245,465 Sep 26, 2011				Allowed
92853-807954 002400US	USA	GLOBAL ACCESS CONTROL FOR SEGMENTED STREAMING DELIVERY	13/245,324 Sep 26, 2011		8,239,546 7-Aug-12		Issued
92853-845919 002410US	USA	GLOBAL ACCESS CONTROL FOR SEGMENTED STREAMING DELIVERY	13/543,045 Jul 6, 2012				Published
92853-819164 002500US	USA	FORENSIC WATERMARKING	13/247,109 Sep 28, 2011		8,165,343 24-Apr-12		Issued
92853-858102 002600PC	PCT	DYNAMICALLY- EXECUTED SYNDICATION SERVICES	PCT/US2012/071669 Dec 26, 2012				Published
92853-827298 002600US	USA	DYNAMICALLY- EXECUTED SYNDICATION SERVICES	13/339,668 Dec 29, 2011				Published
92853-858104 002700PC	PCT	MULTI-PLATFORM MEDIA SYNDICATION CUSTOMIZATION	PCT/US2012/071629 Dec 26, 2012				Published
92853-827299 002700US	USA	MULTI-PLATFORM MEDIA SYNDICATION CUSTOMIZATION	13/339,680 Dec 29, 2011				Published
92853-827300 002800US	USA	DYNAMIC CHUNKING FOR DELIVERY INSTANCES	13/430,081 Mar 26, 2012		8,301,733 30-Oct-12		Issued
92853-858085 002810PC	PCT	DYNAMIC CHUNKING FOR DELIVERY INSTANCES	PCT/US2013/023181 Jan 25, 2013				Published
92853-853368 002810US	USA	DYNAMIC CHUNKING FOR DELIVERY INSTANCES	13/624,029 Sep 21, 2012				Allowed
92853-866770 002820US	USA	DYNAMIC CHUNKING FOR DELIVERY INSTANCES	13/791,789 Mar 8, 2013				Published
92853-855616 003000US	USA	CLOUD-BASED VIDEO DELIVERY	13/765,195 Feb 12, 2013				Pending

92853-855615 003100US	USA	ADVERTISING PROCESSING ENGINE SERVICE	61/732,820 Dec 3, 2012				Expired
92853-892640 003110PC	PCT	ADVERTISING PROCESSING ENGINE SERVICE	PCT/US13/71306 Nov 21, 2013				Pending
92853-870668 003120US	USA	ADVERTISING PROCESSING ENGINE SERVICE	13/748,791 Jan 24, 2013				Pending
92853-855612 003200US	USA	DATABASE SHARD ARBITER	13/755,250	Jan 31, 2013			Pending
92853-867280 003300US	USA	DEMOGRAPHIC DETERMINATION FOR MEDIA CONSUMPTION ANALYTICS	13/841,497	Mar 15, 2013			Pending
92853-874028 003400US	USA	LIVE AD PROCESSING ENGINE SERVICE (APES)	61/815,111	Apr 23, 2013			Pending
92853-882529 003400US	USA	LIVE AD PROCESSING ENGINE SERVICE	14/069,961	Nov 1, 2013			Pending
92853-882531 004100US	USA	DYNAMIC CHUNK MANIPULATION FOR STREAMING MIXED LIVE AND ON-DEMAND MEDIA APPLICATION PROGRAMMING INTERFACE	14/086,801	Nov 21, 2013			Pending
92853-889757 004110US	USA	DYNAMIC CHUNK MANIPULATION FOR STREAMING MIXED LIVE AND ON-DEMAND MEDIA	61/884,709	Sep 30, 2013			Pending
92853-882532 004200US	USA	DYNAMIC CHUNK MANIPULATION FOR STREAMING MIXED LIVE AND ON-DEMAND MEDIA DYNAMIC PERMUTATION LAYER	14/086,822	Nov 21, 2013			Pending