

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TODOR FAY	04/03/2015
CARLOS ARAUJO	05/11/2015
TRAVIS WHITE	04/03/2015
MELISSA J. GREY	04/03/2015
RECEIVING PARTY DATA	
Name:	NEWBLUE, INC.
Street Address:	3900 FIFTH AVENUE
Internal Address:	#280
City:	SAN DIEGO
State/Country:	CALIFORNIA
Postal Code:	92103
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13756520
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:	docketing@procopio.com
Correspondent Name:	PROCOPIO, CORY, HARGREAVES & SAVITCH LLP
Address Line 1:	525 B STREET
Address Line 2:	SUITE 2200
Address Line 4:	SAN DIEGO, CALIFORNIA 92101
ATTORNEY DOCKET NUMBER:	117763-004UTL
NAME OF SUBMITTER:	NOEL C. GILLESPIE
SIGNATURE:	/Noel C. Gillespie/
DATE SIGNED:	01/14/2016
Total Attachments: 3	
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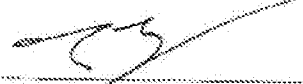
ASSIGNMENT

WHEREAS, WE, Todor Fay of San Diego, California, Carlos Araujo of San Diego, California, Travis White of San Diego, California, and Melissa J. Grey of San Diego, California (hereinafter called "ASSIGNORS"), have invented certain new and useful improvements in **SYSTEMS AND METHODS FOR MEDIA PERSONALIZATION USING TEMPLATES** for which WE have prepared an application for Letters Patent of the United States of America; and

WHEREAS, NewBlue, Inc. (hereinafter "ASSIGNEE"), a corporation, with its principal place of business at 3900 Fifth Avenue, #280, San Diego, California 92103 desires to acquire the entire right, title, and interest in and to the application and invention, and to any United States patents to be obtained therefor;

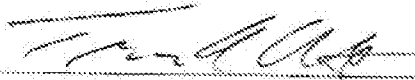
NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, WE, the said inventors, do hereby acknowledge that WE have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, and WE hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY authorize and request the attorneys of PROCOPIO, CORY, HARGREAVES & SAVITCH LLP of 525 B Street, Suite 2200, San Diego, CA 92101 to insert in the appropriate blanks, the serial number and filing date of the application when known (Application number 13/756,520 and confirmation number 6070, filed 01-31-2013).

*Date: 4/13/15 | 
s/ Todor Fay

*Date: _____
s/ Carlos Araujo

**Signature(s) must be dated*

*Date: 4/3/15 | 
s Travis White

*Date: 4/3/15 | 
s Melissa J. Grey

**Signature(s) must be dated*

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261.)

ASSIGNMENT

WHEREAS, WE, **Todor Fay** of San Diego, California, **Carlos Araujo** of São Paulo, Brazil, **Travis White** of San Diego, California, and **Melissa J. Grey** of San Diego, California (hereinafter called "ASSIGNORS"), have invented certain new and useful improvements in **SYSTEMS AND METHODS FOR MEDIA PERSONALIZATION USING TEMPLATES** for which WE have prepared an application for Letters Patent of the United States of America; and

WHEREAS, **NewBlue, Inc.** (hereinafter "ASSIGNEE"), a corporation, with its principal place of business at 3900 Fifth Avenue, #280, San Diego, California 92103 desires to acquire the entire right, title, and interest in and to the application and invention, and to any United States patents to be obtained therefor;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, WE, the said inventors, do hereby acknowledge that WE have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and WE hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY authorize and request the attorneys of PROCOPIO, CORY, HARGREAVES & SAVITCH LLP of 525 B Street, Suite 2200, San Diego, CA 92101 to insert in the appropriate blanks, the serial number and filing date of the application when known (Application number 13/756,520 and confirmation number 6070, filed 01-31-2013).

*Date: _____
s. Todor Fay

*Date: 5/12/2015 _____
s. Carlos Araujo 

*Signatures must be dated