

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TUOMAS WILHELM SANDHOLM	01/19/2016
FEI PENG	01/19/2016
JOHN PAUL DICKERSON	01/19/2016
RECEIVING PARTY DATA	
Name:	OPTIMIZED MARKETS, INC.
Street Address:	830 AMBERSON AVENUE
City:	PITTSBURGH
State/Country:	PENNSYLVANIA
Postal Code:	15232
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	15000742
Application Number:	62104685
CORRESPONDENCE DATA	
Fax Number:	(609)896-1469
<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:	609-896-3600
Email:	ipdocket@foxrothschild.com
Correspondent Name:	FOX ROTHSCHILD LLP PRINCETON PIKE CORPOR
Address Line 1:	997 LENOX DRIVE
Address Line 2:	BLDG. #3
Address Line 4:	LAWRENCEVILLE, NEW JERSEY 08648
ATTORNEY DOCKET NUMBER:	155710.00101
NAME OF SUBMITTER:	JAMES M. SINGER
SIGNATURE:	/James M. Singer, Reg. No. 45,111/
DATE SIGNED:	01/19/2016
Total Attachments: 6	
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ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR(S) of the sum of One Dollar (\$1.00) and for other good and valuable consideration, the receipt of which is hereby acknowledged, by this document

ASSIGNOR(S):

Name	Address
Tuomas Wilhelm Sandholm	830 Amberson Avenue, Pittsburgh, PA 15232

Name	Address
Fei Peng	6941 Blenheim Ct., Pittsburgh, PA 15208

Name	Address
John Paul Dickerson	5930 Walnut St., #C-3, Pittsburgh, PA 15232

assigns and transfers to:

ASSIGNEE:

Optimized Markets, Inc.	830 Amberson Avenue, Pittsburgh, PA 15232
-------------------------	---

the entire right, title and interest in and to the invention entitled:

AUTOMATED ALLOCATION OF MEDIA CAMPAIGN ASSETS TO TIME AND PROGRAM IN DIGITAL MEDIA DELIVERY SYSTEMS

and which is found in (check one or more):

- ☒ U.S. provisional patent application number 62/104,685, filed January 16, 2015
- ☒ the U.S. patent application filed with this assignment document
- ☐ U.S. patent application no. _____, filed _____
- ☐ International Patent Application no. _____, filed _____
- ☐ U.S. patent no. _____, issued _____

and in and to:

- all patent applications filed and letters patent obtained for the invention, whether foreign and domestic, and all continuations, continuation-in-part divisions, renewals, reissues, re-examinations, or substitutes of any such patent or patent application;
- all rights to any legal equivalent thereof in a foreign country such as patents of addition, utility models, patents of importation, revalidation patents and inventor certificates;
- the right to apply for patents and inventor certificates relating to the invention, and the right to claim priority to all applications throughout the world in respect of the invention; and
- the right to sue and recover any and all damages and profits, and any and all other remedies, for past, present, or future infringements of patents directed to the invention.

ASSIGNOR(S) authorizes ASSIGNEE or its legal representative to insert in this instrument the filing date, serial number, and any other information that may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office or any other domestic or foreign government entity for the recordation of this document.

ASSIGNOR(S) warrants and agrees that:

- no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;
- upon request, ASSIGNOR(S) will promptly provide ASSIGNEE with all pertinent facts and documents relating to the invention as may be known and accessible to ASSIGNOR(S);
- ASSIGNOR(S) will, at ASSIGNEE's expense, testify as to the same in any interference, litigation or proceeding related to the invention; and
- ASSIGNOR(s) will promptly execute and deliver to ASSIGNEE, its assigns or its legal representatives, without further or additional consideration, any and all papers, instruments or affidavits required, render all necessary assistance, and do such additional acts as ASSIGNEE or its successors or assigns may deem necessary or desirable, to apply for, obtain, maintain, issue and enforce any resulting patents or patent applications.

ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks and any foreign counterpart to issue any and all letters patent for the invention to ASSIGNEE, for ASSIGNEE's sole use and benefit, and for the use and benefit of ASSIGNEE's successors and assigns, to the full end of the term for which any such patent may be granted.

ASSIGNOR(S) agrees that this document shall bind and inure to the benefit of the heirs, assigns and legal representatives of both ASSIGNOR(S) and ASSIGNEE.



Name: _____
Tuomas Wilhelm. Sandholm

Date: 1/19/2016

Name: _____
Fei Peng

Date: _____

Name: _____
John Paul Dickerson

Date: _____

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Name: _____
Tuomas Wilhelm. Sandholm

Date: _____

Name:  _____
Fei Peng

Date: 1-19-2015

Name: _____
John Paul Dickerson

Date: _____

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Name: _____
Tuomas Wilhelm. Sandholm

Date: _____

Name: _____
Fei Peng

Date: _____

Name: 
John Paul Dickerson

Date: 19 JAN 2016