

PATENT ASSIGNMENT COVER SHEET

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NATURE OF CONVEYANCE:	ASSIGNMENT
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Name	Execution Date
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14949442
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DATE SIGNED:	02/11/2016
Total Attachments: 2	
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**ASSIGNMENT
& APPOINTMENT OF COMMON REPRESENTATIVE**

WHEREAS, we, **EARL COX** of 531 Main Street #602, El Segundo, California 90245, **PATRICK M. SHEEHAN** of 2552 Candytuft Drive, Jamison, PA 16929, **ALDEN LLOYD PETERSON** of 974 Central Avenue, New Providence, NJ 07974, **MICHAEL KOURITZIN** of 711 Burton Circle, Edmonton, AB T6R 2J1 Canada, **SURREY KIM** of 10932 73 Avenue, Edmonton, AB T6G 0C2 Canada and **JARETT HAILES** of 17059 98 Street, Edmonton, AB T5X 3G5 Canada, have invented a certain new and useful invention entitled **METHOD AND APPARATUS TO PERFORM REAL-TIME AUDIENCE ESTIMATION AND COMMERCIAL SELECTION SUITABLE FOR TARGETED ADVERTISING**, for which a patent application has been prepared and filed with the U.S. Patent & Trademark Office on **October 30, 2012** receiving Serial No. **13/663,780**, and further identified as Attorney File No. **50196-00179**.

NOW THEREFORE, be it known that we together and each of us individually, for and in consideration of certain good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, at the request of the assignee do sell, assign and transfer unto said assignee, **INVIDI TECHNOLOGIES CORPORATION**, a Delaware corporation having a place of business at **750 College Road East #175, Princeton, NJ 08540**, its successors, legal representatives and assigns, the aforesaid application and all rights to claim priority directly or indirectly to the aforesaid application and all converted non-provisional utility, continuation, divisional, continuation-in-part and reissue applications, all patent applications that claim priority directly or indirectly to the aforesaid application, all patent applications in foreign countries, all applications pursuant to the Patent Cooperation Treaty and all applications for extension filed or to be filed for the invention(s), and all Letters Patent, Invention Registrations, Utility Models, Extensions or Reissues and other patent rights, obtained for the invention(s) in the United States or any other country; each of us also assigns any right, title or interest in and to the invention(s) that has not already been transferred to the assignee; each of us warrants that no assignment of the invention(s), application or patent therefor has been made to a party other than **INVIDI TECHNOLOGIES CORPORATION**; each of us warrants that there is no obligation to make any assignment of the invention(s), application, or any patent therefor to any party other than **INVIDI TECHNOLOGIES CORPORATION**; and each of us further agrees to cooperate with the assignee hereunder in the obtaining and sustaining of any and all such Letters Patent and in confirming assignee's exclusive ownership of the invention(s), but at the expense of said assignee.

The Commissioner For Patents is hereby authorized and requested to issue the Letters Patent solely in accordance with the terms of this Assignment to **INVIDI TECHNOLOGIES CORPORATION**, its successors, legal representatives and assigns, as the assignee of the entire right, title and interest therein.

Furthermore, we together and each individually hereby irrevocably appoint **INVIDI TECHNOLOGIES CORPORATION** its successors, legal representatives and assigns, as common representative for any and all international patent applications filed pursuant to the Patent Cooperation Treaty, and all national phase applications derived therefrom, concerning the invention(s) or claiming priority from the aforesaid application.

IN WITNESS WHEREOF, the party hereto has executed this Assignment & Appointment of Common Representative as of the date indicated hereunder.

Date: 1/27/2016 By: *Earl Cox*
Earl Cox

Date: _____ By: _____
Patrick M. Sheehan

Date: _____ By: _____
Alden Lloyd Peterson

Date: _____ By: _____
Michael Kouritzin

Date: _____ By: _____
Surrey Kim

Date: _____ By: _____
Jarett Hailes