

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3751860

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
BRIAN J. STEBAR II	02/15/2016
STEVEN TAN	02/04/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	TAPJOY, INC.
<b>Street Address:</b>	111 SUTTER STREET, 12TH FLOOR
<b>City:</b>	SAN FRANCISCO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94104
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14205807
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(408)414-1076
<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>	(408) 414-1080
<b>Email:</b>	rdunn@h35g.com,tmeikle@h35g.com
<b>Correspondent Name:</b>	HICKMAN PALERMO BECKER BINGHAM LLP
<b>Address Line 1:</b>	1 ALMADEN BLVD, FLOOR 12
<b>Address Line 4:</b>	SAN JOSE, CALIFORNIA 95113
<b>ATTORNEY DOCKET NUMBER:</b>	60291-0081
<b>NAME OF SUBMITTER:</b>	TAMMY L. MEIKLE
<b>SIGNATURE:</b>	/TammyLMeikle#73702/
<b>DATE SIGNED:</b>	02/23/2016
<b>Total Attachments: 4</b>	
source=14205807_Assignment_asfiled#page1.tif	
source=14205807_Assignment_asfiled#page2.tif	
source=14205807_Assignment_asfiled#page3.tif	
source=14205807_Assignment_asfiled#page4.tif	

ASSIGNMENT

WHEREAS WE, CHRISTOPHER PAUL FARM, BRIAN STEBAR, JOHNNY CHAN, and STEVE TAN, all of San Francisco, California, U.S.A., have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled REWARDING MOBILE APP INSTALLATIONS WITHOUT A SOFTWARE DEVELOPMENT KIT IN THE MOBILE APP, for which an application for United States Letters Patent was filed on March 12, 2014, and identified by United States Serial No. 14/205,807;

AND WHEREAS, Tapjoy, Inc., a corporation of the State of Delaware and having an address of 111 Sutter Street, 12<sup>th</sup> Floor, San Francisco, California 94104 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, We do hereby sell, assign, transfer and set over unto Tapjoy, Inc., its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, WE hereby agree with the said assignee that We will not execute any writing or do any act whatsoever conflicting with these presents, and that We will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND WE request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Tapjoy, Inc., its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

**ASSIGNMENT**

Attorney Docket No. 60291-0081

\_\_\_\_\_  
Date

Feb 15, 2016

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
CHRISTOPHER PAUL FARM

*Brian J. Stebar II*  
\_\_\_\_\_  
Brian J. Stebar II (Feb 15, 2016)

\_\_\_\_\_  
BRIAN STEBAR

\_\_\_\_\_  
JOHNNY CHAN

\_\_\_\_\_  
STEVEN TAN

ASSIGNMENT

WHEREAS WE, CHRISTOPHER PAUL FARM, BRIAN STEBAR, JOHNNY CHAN, and STEVE TAN, all of San Francisco, California, U.S.A., have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled REWARDING MOBILE APP INSTALLATIONS WITHOUT A SOFTWARE DEVELOPMENT KIT IN THE MOBILE APP, for which an application for United States Letters Patent was filed on March 12, 2014, and identified by United States Serial No. 14/205,807;

AND WHEREAS, Tapjoy, Inc., a corporation of the State of Delaware and having an address of 111 Sutter Street, 12<sup>th</sup> Floor, San Francisco, California 94104 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, We do hereby sell, assign, transfer and set over unto Tapjoy, Inc., its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, WE hereby agree with the said assignee that We will not execute any writing or do any act whatsoever conflicting with these presents, and that We will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND WE request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Tapjoy, Inc., its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

**ASSIGNMENT**

Attorney Docket No. 60291-0081

\_\_\_\_\_  
Date

\_\_\_\_\_  
CHRISTOPHER PAUL FARM

\_\_\_\_\_  
Date

\_\_\_\_\_  
BRIAN STEBAR

\_\_\_\_\_  
Date

\_\_\_\_\_  
JOHNNY CHAN

Feb 4, 2016

*Steven Tan*  
\_\_\_\_\_  
Steven Tan (Feb 4, 2016)

\_\_\_\_\_  
Date

\_\_\_\_\_  
STEVEN TAN