

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3772190

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ADAM SOROCA	08/27/2009
NEAL J. KARASIC	08/31/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	JUMPTAP, INC.
<b>Street Address:</b>	245 FIRST STREET
<b>Internal Address:</b>	11TH FLOOR
<b>City:</b>	CAMBRIDGE
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	02142
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	13662888
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(816)421-5547
<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>	8164746550
<b>Email:</b>	kspringer@shb.com
<b>Correspondent Name:</b>	SHOOK, HARDY & BACON LLP
<b>Address Line 1:</b>	2555 GRAND BLVD.
<b>Address Line 4:</b>	KANSAS CITY, MISSOURI 64108
<b>ATTORNEY DOCKET NUMBER:</b>	AOLI.247206
<b>NAME OF SUBMITTER:</b>	KRISTINE SPRINGER
<b>SIGNATURE:</b>	/Kristine Springer/
<b>DATE SIGNED:</b>	03/07/2016
<b>Total Attachments: 3</b>	
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source=Reel 023530 Frame 0941#page3.tif	

**ASSIGNMENT**

WHEREAS, as a below named inventor, I have invented certain new and useful improvements in

**"Management of Multiple Advertising Inventories Using a Monetization Platform"**

(Invention Title)

for which a United States Provisional Patent application was filed on \_\_\_\_\_ (mm/dd/yyyy) and bears Application Number \_\_\_\_\_ (hereinafter "said application").

AND/OR

for which I have this day executed an application for a United States Patent (hereinafter "said application").

AND/OR

for which an application for a United States Patent was filed on 06/16/2009 (mm/dd/yyyy) and bears Application Number 12/485,787 (hereinafter "said application").

AND/OR

for which an international patent application was filed under the Patent Cooperation Treaty on \_\_\_\_\_ (mm/dd/yyyy), bearing Application No. \_\_\_\_\_ (hereinafter "said application").

AND, WHEREAS, Jumtap, Inc., a corporation of Massachusetts, having a place of business at 245 First Street, 11<sup>th</sup> floor, Cambridge MA 02142 hereinafter called the "assignee", is desirous of acquiring the entire right, title, and interest in and to said application and the inventions and improvements therein disclosed.

NOW, THEREFORE, for good and valuable consideration paid to me by said assignee, the receipt of which is hereby acknowledged, I as the inventor or as one of the inventors, hereinafter the assignor(s), do hereby assign, sell and transfer unto said assignee the full and exclusive right, title and interest in and to said application and the inventions and improvements therein disclosed for the United States and all foreign countries and any Letters Patent which may issue therefor in the United States and all foreign countries and all divisions, reissues, continuations, continuations-in-part, renewals and/or extensions thereof. Such assignment extends to the full ends of the terms of these applications and patents as fully and entirely as the same would have been held and enjoyed by me had this Assignment not been made.

I covenant that I am the lawful owner(s) of said application, inventions and improvements that the same are unencumbered, that no license has been granted to make, use or vend the said inventions or improvements or any of them, and that I have the full right to make this Assignment.

And for the consideration aforesaid, I agree individually and, if applicable, jointly that I will communicate to said assignee or the representatives thereof any facts known to me respecting said inventions and improvements, and will, upon request but without expense to me, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, continuation-in-part, renewal and/or extension applications, make all rightful oaths,

and generally do all other and further lawful acts deemed necessary or expedient by said assignee or by counsel for said assignee to assist or enable said assignee to obtain and enforce full benefits from the rights and interests herein assigned. This Assignment shall be binding upon my heirs, executors, administrators and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors and/or assigns, as the case may be, of said assignee.

1. FULL NAME OF ASSIGNOR: Adam Soroca RESIDENCE: Cambridge, MA

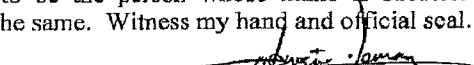
EXECUTED this 27<sup>th</sup> day of August, 2009

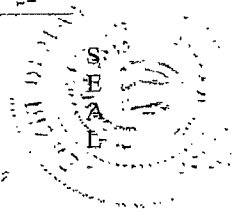
  
SIGNATURE

STATE of MASSACHUSETTS)  
COUNTY of MIDDLESEX)

On this 27<sup>th</sup> day of August, in the year 2009, before me Tenzin Jemay,  
DAY MONTH YEAR NOTARY PUBLIC NAME  
a notary public, personally appeared Adam L. Soroca,  
NAME OF DOCUMENT SIGNER

proved on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged he/she executed the same. Witness my hand and official seal.

  
NOTARY PUBLIC



Checked Box indicates 1 additional page for inventor signatures.

2. FULL NAME OF ASSIGNOR: Neal J. Karasic RESIDENCE: Brighton, MA

EXECUTED this 31<sup>st</sup> day of August, 2009

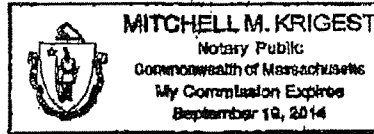
[Signature]  
SIGNATURE

STATE of ~~MASSACHUSETTS~~ MASSACHUSETTS  
COUNTY of ~~SUFFOLK~~ MIDDLESEX

On this 31 day of August, in the year 2009, before me Mitchell Krigest,  
DAY MONTH YEAR NOTARY PUBLIC NAME  
a notary public, personally appeared Neal J. Karasic,  
NAME OF DOCUMENT SIGNER

proved on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged he/she executed the same. Witness my hand and official seal.

[Signature]  
NOTARY PUBLIC



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