

<b>PATENT ASSIGNMENT COVER SHEET</b>
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EPAS ID: PAT3950290

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
KEITH BARRACLOUGH	05/31/2016
DAVID IRVINE	05/31/2016
JOHN LOGAN	06/09/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	NEXT ISSUE MEDIA
<b>Street Address:</b>	4600 BOHANNON DR.
<b>Internal Address:</b>	SUITE 100
<b>City:</b>	MENLO PARK
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94025
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15052575
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	651-686-6633
<b>Email:</b>	kwaltigney@ip-firm.com
<b>Correspondent Name:</b>	CRAWFORD MAUNU PLLC
<b>Address Line 1:</b>	1150 NORTHLAND DRIVE, SUITE 100
<b>Address Line 4:</b>	ST. PAUL, MINNESOTA 55120
<b>ATTORNEY DOCKET NUMBER:</b>	NIMD.014PA
<b>NAME OF SUBMITTER:</b>	ROBERT J. CRAWFORD
<b>SIGNATURE:</b>	/Robert J. Crawford/
<b>DATE SIGNED:</b>	07/06/2016
<b>Total Attachments: 2</b>	
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source=Assignment_NIMD014PA#page2.tif	

**ASSIGNMENT**

WHEREAS, We; Keith Barraclough, residing at 1551 Redwood Court, Mountain View, California 94041; David Irvine, residing at 5281 Amelia Dr., San Jose, California 95118; and John Logan, residing at 5213 Marina Pacifica Dr. N., Long Beach, California 90803 made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States, U.S. Patent Application Serial No. 15/052,575 filed on February 24, 2016, and entitled: **CONTENT GENERATION WITH ANALYTICS** (Attorney Docket No. NIMD.014PA).

AND WHEREAS, Next Issue Media, a business entity having an office and place of business at 4600 Bohannon Dr., Suite 100, Menlo Park, California 94025 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar and other good and valuable considerations, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and the provisional patent application, and in and to the application, all divisions, continuations, conversions or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.


AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its

successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

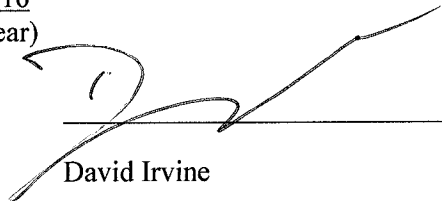
IN TESTIMONY WHEREOF, I have hereunto set my hand on this date:

31 - Mar - 2016  
(day) (month) (year)

  
\_\_\_\_\_  
Keith Barraclough

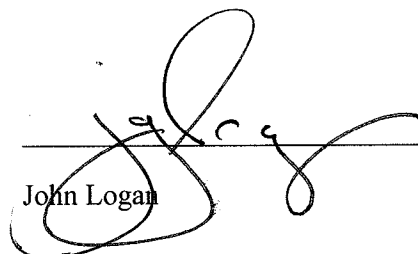
IN TESTIMONY WHEREOF, I have hereunto set my hand on this date:

31 - May - 2016  
(day) (month) (year)

  
\_\_\_\_\_  
David Irvine

IN TESTIMONY WHEREOF, I have hereunto set my hand on this date:

9 - JUN - 2016  
(day) (month) (year)

  
\_\_\_\_\_  
John Logan