

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT4090393

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DEBAJYOTI RAY	10/03/2016
ROSS MCCRAY	10/03/2016
DAVID GULLO	10/03/2016
JAY PRASAD	10/03/2016
RECEIVING PARTY DATA	
Name:	VIDEOAMP, INC.
Street Address:	3130 WILSHIRE BLVD.
Internal Address:	SUITE 350
City:	SANTA MONICA
State/Country:	CALIFORNIA
Postal Code:	90403
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	15219268
PCT Number:	US2016043958
CORRESPONDENCE DATA	
Fax Number:	(650)353-5715
<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:	6504192010
Email:	RBone@VLPLawGroup.com
Correspondent Name:	RICHARD G A BONE, VLP LAW GROUP LLP
Address Line 1:	2225 E. BAYSHORE ROAD
Address Line 2:	SUITE 200
Address Line 4:	PALO ALTO, CALIFORNIA 94303-3220
ATTORNEY DOCKET NUMBER:	2792-00-005U01
NAME OF SUBMITTER:	RICHARD G. A. BONE, REG. NO. 56,637
SIGNATURE:	/Richard G. A. Bone/
DATE SIGNED:	10/10/2016

Total Attachments: 10

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ASSIGNMENT OF RIGHTS IN INVENTION(S)

For valuable consideration, We:

DEBAJYOTI RAY of 3130 Wilshire Boulevard, Suite 350, Santa Monica, California, USA;
ROSS MCCRAY of 3130 Wilshire Boulevard, Suite 350, Santa Monica, California, USA;
DAVID GULLO of 3130 Wilshire Boulevard, Suite 350, Santa Monica, California, USA; and
JAY PRASAD of 3130 Wilshire Boulevard, Suite 350, Santa Monica, California, USA;

hereby assign to: VideoAmp, Inc., a Corporation organized under the laws of Delaware having a place of business at: 3130 Wilshire Boulevard, Suite 350, Santa Monica, California 90403, and its successors and assigns (collectively hereinafter the "ASSIGNEE"),

the entire right, title and interest throughout the world in the invention(s) which is disclosed and claimed in an international application for patent, entitled "CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE", filed July 25, 2016 and having PCT Serial Number PCT/US2016/043958, this assignment including without limitation:

said international patent application, and any and all United States and foreign patents, utility models, and design registrations which may be applied for and granted for any of said invention(s) and improvement(s) thereof (hereinafter the "PATENTS"), including an application in the United States of America, executed by us, entitled "CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE", filed July 25, 2016 and having U.S. Serial Number 15/219,268,

and in and to any and all divisions, continuations, continuations-in-part, reissues of the PATENTS, certificates of re-examination, supplemental protection certificates, patent term restorations, and patents of addition, in any country, that may be based thereon, and all rights, privileges and advantages appertaining thereto, including any and all provisional rights;

the right of ASSIGNEE to claim priority based on the filing date of said international application, in the United States of America, under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes;

the right of ASSIGNEE to enforce and to license, and to collect damages, profits or recoveries of any nature for past or future infringement of any of the PATENTS;

the right of ASSIGNEE to prosecute, with the assistance of competent counsel, any of the PATENTS in any jurisdiction worldwide; and

the right of ASSIGNEE to apply in all countries in my/our name(s) or in its own name for patents, utility models, design registrations, and like rights of exclusion and for inventors' certificates, for said invention(s) and improvement(s);

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the same to be held and enjoyed by the ASSIGNEE for its own use and behalf and for the use and behalf of its successors, legal representatives and assigns, absolutely during the residue of the respective terms for which the United States and foreign patents will be granted, and for any and all rights extending from said applications and reissues, and entirely as the same would have been held and enjoyed by me/us had this assignment not been made;

and We agree for us, and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Declarations and other lawful documents as ASSIGNEE may reasonably request to effectuate fully this assignment.

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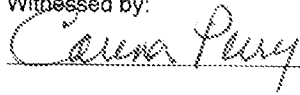
Use EITHER this page OR the following page with the notarization block



DEBAJYOTI RAY

Date: 10/3/2016

Witnessed by:



Name (typed): _____

Date: 10/3/16

Carina Perry, Notary Public

Use EITHER this page OR the preceding page with the witness signature

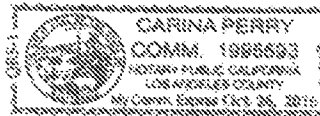
A Notary Public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

Debayoti Ray

DATE: 10/3/2016

DEBAJYOTI RAY

STATE OF California)
) SS.
COUNTY OF Los Angeles)



On 10/3/16, before me, the undersigned, a notary public for the State of California, there personally appeared DEBAJYOTI RAY personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his / her authorized capacity and that by his / her signature on this Assignment, the person or the entity upon behalf of which he / she acted, executed this Assignment.

WITNESS my hand and official seal.

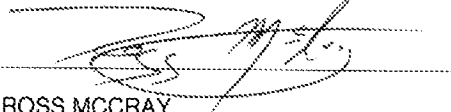
Carina Perry

Notary Public

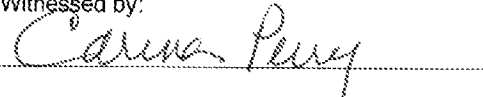
Carina Perry, Notary Public

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ROSS MCCRAY

Date: 10/03/16


Witnessed by:

Name (typed): _____

Date: 10/3/16

Carina Perry, Notary Public

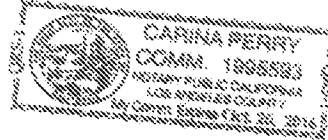
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A Notary Public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.


ROSS MCCRAY

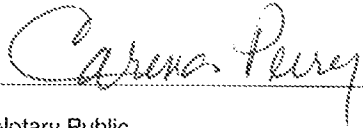
DATE: 10/03/16

STATE OF California)
) SS.
COUNTY OF Los Angeles)



On 10/3/16, before me, the undersigned, a notary public for the State of California, there personally appeared ROSS MCCRAY personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his / her authorized capacity and that by his / her signature on this Assignment, the person or the entity upon behalf of which he / she acted, executed this Assignment.

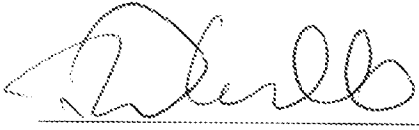
WITNESS my hand and official seal.



Notary Public

Carina Perry, Notary Public

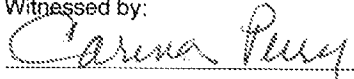
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DAVID GULLO

Date: 10/3/2016

Witnessed by:



Date: 10/3/16

Name (typed): _____

Carina Perry, Notary Public

Use EITHER this page OR the preceding page with the witness signature

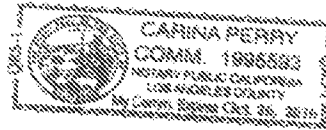
A Notary Public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

David Gullo

DAVID GULLO

DATE: 10/3/2016

STATE OF California)
) SS.
COUNTY OF Los Angeles)



On 10/3/16, before me, the undersigned, a notary public for the State of California, there personally appeared DAVID GULLO personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his / her authorized capacity and that by his / her signature on this Assignment, the person or the entity upon behalf of which he / she acted, executed this Assignment.

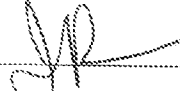
WITNESS my hand and official seal.

Carina Perry

Notary Public

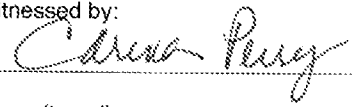
Carina Perry, Notary Public

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JAY REBASAD

Date: 10/3/16

Witnessed by:


Name (typed): _____

Date: 10/3/16

Carina Perry, Notary Public

