

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT4114061

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>SEQUENCE:</b>	1

**CONVEYING PARTY DATA**

Name	Execution Date
POINT ROLL, INC.	10/25/2016

**RECEIVING PARTY DATA**

<b>Name:</b>	SIZMEK TECHNOLOGIES, INC.
<b>Street Address:</b>	500 WEST 5TH STREET, SUITE 900
<b>City:</b>	AUSTIN
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	78701

**PROPERTY NUMBERS Total: 3**

Property Type	Number
Application Number:	09723505
Application Number:	09872036
Application Number:	09872072

**CORRESPONDENCE DATA**

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<b>ATTORNEY DOCKET NUMBER:</b>	SZMK POINT ROLL
<b>NAME OF SUBMITTER:</b>	MICHAEL BEN-SHIMON
<b>SIGNATURE:</b>	/Michael Ben-Shimon/
<b>DATE SIGNED:</b>	10/26/2016

**Total Attachments: 3**

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## ASSIGNMENT

As a below named principal of **Point Roll, Inc.** (hereinafter "POINT ROLL"), a Delaware corporation having an address at **9990 Global Road, Philadelphia, PA 19115 UNITED STATES** (designated as "the undersigned"), I hereby declare that:

This assignment is directed to patent applications and issued patents listed in **EXHIBIT A** enclosed herein.

WHEREAS, **Sizmek Technologies, Inc.**, a Delaware corporation having an address at **500 West 5<sup>th</sup> Street, Suite 900, Austin, TX 78701 UNITED STATES** (hereinafter "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in, to and under the patents, patent applications and inventions, and to any Letters Patent(s) that may be granted therefor

WHEREAS, by the Securities Purchase Agreement dated November 12, 2015 by and among ASSIGNEE, **TEGNA, Inc.** (the "Seller"), a Delaware corporation; and **Sizmek Inc.**, a Delaware corporation; ASSIGNEE has purchased all of the outstanding equity interests of **POINT ROLL** from the Seller.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof.

The undersigned authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

The undersigned covenants and agrees that he has full right to convey the entire interest herein assigned, and has not executed, and will not execute, any agreement in conflict herewith.

The undersigned further covenants and agrees that he will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

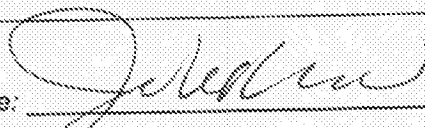
The undersigned hereby grants the practitioners of **M&B IP Analysts, LLC** the power to insert any further identification which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office.

In witness whereof, executed by the undersigned on the date opposite the undersigned name.

ASSIGNMENT

Full name of principal: John D. Palmer

Title: \_\_\_\_\_

Principal's Signature:  Date: 10/25/14

Residence: \_\_\_\_\_

Post Office Address: c/o Point Roll, Inc., 9990 Global Road, Philadelphia, PA 19115

ASSIGNMENT

EXHIBIT A

Docket No.	Application No.	Filing Date	Patent No.
SZMK P0575	09/723,505	11/28/2000	7,093,734
SZMK P0576	09/872,036	6/1/2001	6,981,224
SZMK P0577	09/872,072	6/1/2001	6,959,424