504091310 11/10/2016

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT4137978

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|---------------|----------------|
| ZEEV NEUMEIER | 10/26/2016 |
| BRIAN REED | 11/07/2016 |

RECEIVING PARTY DATA

| Name: | VIZIO INSCAPE TECHNOLOGIES, LLC | |
|-----------------|---------------------------------|--|
| Street Address: | 39 TESLA | |
| City: | IRVINE | |
| State/Country: | CALIFORNIA | |
| Postal Code: | 92618 | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 15240815 |

CORRESPONDENCE DATA

Fax Number:

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.

Email: akakoliris@kilpatricktownsend.com

Correspondent Name: KILPATRICK TOWNSEND & STOCKTON LLP
Address Line 1: TWO EMBARCADERO CENTER, SUITE 1900
Address Line 4: SAN FRANCISCO, CALIFORNIA 94111-3834

| ATTORNEY DOCKET NUMBER: 098039-000130US-1021378 | |
|--|--|
| NAME OF SUBMITTER: ATHENA KAKOLIRIS | |
| SIGNATURE: | /Athena Kakoliris/ |
| DATE SIGNED: | 11/10/2016 |
| | This document serves as an Oath/Declaration (37 CFR 1.63). |

Total Attachments: 4

source=AssignmentDeclaration_098039_000130US_1021378#page1.tif source=AssignmentDeclaration_098039_000130US_1021378#page2.tif source=AssignmentDeclaration_098039_000130US_1021378#page3.tif source=AssignmentDeclaration_098039_000130US_1021378#page4.tif

PATENT 504091310 REEL: 040281 FRAME: 0058

COMBINED ASSIGNMENT AND DECLARATION OF PATENT APPLICATION

Title of Invention: SYSTEMS AND METHODS FOR ADDRESSING A MEDIA DATABASE USING

DISTANCE ASSOCIATIVE HASHING

Application No. 15/240,815, filed on August 18, 2016

ASSIGNMENT

WHEREAS, I, Zeev Neumeier, residing at Berkeley, California, am the original inventor or an original joint inventor of the invention(s), hereinafter referred to as "Invention(s)," in the above identified and/or attached patent application, hereinafter identified as the "Application";

WHEREAS, Vizio Inscape Technologies, LLC, having a principal place of business at 39 Tesla, Irvine, California, 92618, hereinafter referred to as "Vizio," is desirous of acquiring an interest in the Invention(s) and Application; any United States, International, or foreign patent application directed to (at least in part) one or more of the Invention(s); and any United States or foreign Letters Patent and Registrations that may be granted and that is directed to (at least in part) one or more of the Invention(s):

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, the inventor, have assigned, and by these presents do assign to Vizio all right, title, and interest in and to the entirety of the Invention(s) and Application; any United States, International, or foreign patent application directed to (at least in part) one or more of the Invention(s); and any United States or foreign Letters Patent and Registrations that may be granted and that is directed to (at least in part) one or more of the Invention(s) and Application.

Should the Application be filed as a provisional, non-provisional, or International patent application in the United States or in any other country, I agree that the assignment assigns all right, title and interest to the filed application, to all foreign counterparts (including patent, utility model, and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on any patent application claiming priority from the same in the United States and all countries throughout the world, and to claim the priority from the Application as provided by the Paris Convention.

The right, title, and interest is to be held and enjoyed by Vizio and Vizio's successors and assigns as fully and exclusively as it would have been held and enjoyed by me had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation, or extension thereof.

I further agree that I will, without charge to me, but at Vizio's expense, (a) cooperate with Vizio in the prosecution of U.S. Patent applications and foreign counterparts directed to (at least in part) one or more of the Invention(s) or Application and any improvements, (b) execute, verify, acknowledge, and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Vizio lawfully may request to obtain or maintain Letters Patent and Registrations for (at least in part) one or more of the Invention(s)and improvements in any and all countries, and to vest title thereto in Vizio, or Vizio's successors and assigns. I waive any obligation of Vizio to file foreign counterparts on (at least in part) one or more of the Invention(s); file the attached application; or continue pursuit of prosecution of (at least in part) one or more of the Invention(s). I agree that Vizio can, in its sole discretion, choose in which countries to file foreign counterparts and can further choose the type of each application that is to be filed, unless I have previously informed Vizio in writing of any foreign counterparts I would like the option to pursue or prosecute.

I hereby authorize and request Kilpatrick Townsend & Stockton LLP, Two Embarcadero Center, Suite 1900, San Francisco, CA 94111-3834, to insert herein above an application number and filing date, when known, of any United States, International or foreign patent application that corresponds to the Application or is directed to any of the Invention(s).

DECLARATION

As the above named inventor, I hereby declare that:

- This declaration is directed to the Invention(s) disclosed in the Application; any filed United States or
 foreign application that is directed to one or more of the Invention(s); and any applications related by
 priority to such filed United States or foreign application that may include claims or claim elements
 supported in the Application.
- The Application was made or authorized to be made by me.
- I believe that I am the original inventor or an original joint inventor of a claimed or disclosed invention(s) in the Application.
- I hereby acknowledge that any willful false statement made in this declaration is punishable under 18
 U.S.C. 1001 by fine or imprisonment of not more than 5 years, or both.

IN TESTIMONY of both the Assignment and Declaration, I have signed my name on the date indicated.

Dated: 10/26/20/6

Žeev Neumeier

68775160V.1

COMBINED ASSIGNMENT AND DECLARATION OF PATENT APPLICATION

Title of Invention: SYSTEMS AND METHODS FOR ADDRESSING A MEDIA DATABASE USING

DISTANCE ASSOCIATIVE HASHING

Application No. 15/240,815, filed on August 18, 2016

ASSIGNMENT

WHEREAS, I, Brian Reed, residing at Stamford, Connecticut, am the original inventor or an original joint inventor of the invention(s), hereinafter referred to as "Invention(s)," in the above identified and/or attached patent application, hereinafter identified as the "Application";

WHEREAS, Vizio Inscape Technologies, LLC, having a principal place of business at 39 Tesla, Irvine, California, 92618, hereinafter referred to as "Vizio," is desirous of acquiring an interest in the Invention(s) and Application; any United States, International, or foreign patent application directed to (at least in part) one or more of the Invention(s); and any United States or foreign Letters Patent and Registrations that may be granted and that is directed to (at least in part) one or more of the Invention(s);

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, the inventor, have assigned, and by these presents do assign to Vizio all right, title, and interest in and to the entirety of the Invention(s) and Application; any United States, International, or foreign patent application directed to (at least in part) one or more of the Invention(s); and any United States or foreign Letters Patent and Registrations that may be granted and that is directed to (at least in part) one or more of the Invention(s) and Application.

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The right, title, and interest is to be held and enjoyed by Vizio and Vizio's successors and assigns as fully and exclusively as it would have been held and enjoyed by me had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation, or extension thereof.

I further agree that I will, without charge to me, but at Vizio's expense, (a) cooperate with Vizio in the prosecution of U.S. Patent applications and foreign counterparts directed to (at least in part) one or more of the Invention(s) or Application and any improvements, (b) execute, verify, acknowledge, and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Vizio lawfully may request to obtain or maintain Letters Patent and Registrations for (at least in part) one or more of the Invention(s) and improvements in any and all countries, and to vest title thereto in Vizio, or Vizio's successors and assigns. I waive any obligation of Vizio to file foreign counterparts on (at least in part) one or more of the Invention(s); file the attached application, or continue pursuit of prosecution of (at least in part) one or more of the Invention(s). I agree that Vizio can, in its sole discretion, choose in which countries to file foreign counterparts and can further choose the type of each application that is to be filed, unless I have previously informed Vizio in writing of any foreign counterparts I would like the option to pursue or prosecute.

I hereby authorize and request Kilpatrick Townsend & Stockton LLP, Two Embarcadero Center, Suite 1900, San Francisco, CA 94111-3834, to insert herein above an application number and filing date, when known, of any United States, International or foreign patent application that corresponds to the Application or is directed to any of the Invention(s).

DECLARATION

As the above named inventor, I hereby declare that:

- This declaration is directed to the Invention(s) disclosed in the Application; any filed United States or
 foreign application that is directed to one or more of the Invention(s), and any applications related by
 priority to such filed United States or foreign application that may include claims or claim elements
 supported in the Application.
- The Application was made or authorized to be made by me.
- I believe that I am the original inventor or an original joint inventor of a claimed or disclosed invention(s) in the Application.
- I hereby acknowledge that any willful false statement made in this declaration is punishable under 18
 U.S.C. 1001 by fine or imprisonment of not more than 5 years, or both.

IN TESTIMONY of both the Assignment and Declaration. I have signed my name on the date indicated.

| David Brian Reed | 11/7/2016 | |
|------------------|------------|--|
| | Brian Reed | |

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Page 2 of 2

PATENT REEL: 040281 FRAME: 0062