

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	MARKMONITOR, INC.	02/15/2017
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	CAMELOT UK BIDCO LIMITED	
<b>Street Address:</b>	THE JOHNSON BUILDING	
<b>Internal Address:</b>	77 HATTON GARDEN	
<b>City:</b>	LONDON	
<b>State/Country:</b>	UNITED KINGDOM	
<b>Postal Code:</b>	EC1N 8JS	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	15280476
<b>CORRESPONDENCE DATA</b>		
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<b>ATTORNEY DOCKET NUMBER:</b>	127811.00702	
<b>NAME OF SUBMITTER:</b>	SEAN MACDAVITT	
<b>SIGNATURE:</b>	/Sean MacDavitt/	
<b>DATE SIGNED:</b>	02/15/2017	
<b>Total Attachments: 1</b>		
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PATENT ASSIGNMENT

WHEREAS, **MarkMonitor, Inc.**, 50 California Street, Suite 200, San Francisco, California 94111 (hereinafter "the ASSIGNOR"), is desirous of assigning, transferring and conveying to the ASSIGNEE hereinafter identified the entire right, title and interest in and to the United States patent application filed on September 29, 2016 as Application Serial No. 15/280,476; (the "Patent Application"), and the invention(s) disclosed and/or claimed therein.

WHEREAS, **Camelot UK Bidco Limited**, having a place of business at The Johnson Building, 77 Hatton Garden, London EC1N 8JS, United Kingdom (hereinafter "the ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to said invention, said Patent Application and any Letters Patent that may be granted thereon or therefrom;

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby sells, assigns, transfers and conveys unto the ASSIGNEE, its successors and assigns, the entire right, title and interest in and for the United States of America and all other countries in and to said Patent Application and the inventions disclosed and/or claimed therein, including any and all industrial designs, utility models, divisions, continuations, reissues and reexaminations thereof, and in and to any and all applications for patents filed in this or any foreign countries for said disclosed invention, including all priority rights, and any and all patents which may be granted in foreign countries therefor, to have and hold the same to the full end of the term or terms for which any and all said patents have been granted, reissued or reexamined, together with all unsatisfied claims for damages by reason of past infringement of said Patent Application and the right to sue and recover damages for any future infringement of said Patent Application;

AND the ASSIGNOR hereby authorizes and requests patent offices worldwide to recognize the said Patent Application as being owned by the ASSIGNEE, and requests that all patents maturing from said Patent Application in the United States and any other countries be issued to the ASSIGNEE or to such nominee as ASSIGNEE may designate;

AND the ASSIGNOR, for the consideration aforesaid, hereby covenants and agrees that the ASSIGNOR, its successors and assigns, shall and will do all lawful acts and things, and make, execute and deliver any and all other instruments in writing, further applications, papers, affidavits, assignments, and other documents which are reasonably necessary to secure and vest in the ASSIGNEE, its successors and assigns, all right, title and interest in and to said Patent Application and the invention disclosed and/or claimed therein, and all of the rights, titles, benefits, privileges, and advantages hereby sold, assigned, transferred and conveyed, and that the ASSIGNOR will join ASSIGNEE in signing any application for reissue which may be deemed desirable by ASSIGNEE.

**MarkMonitor, Inc.**

By: \_\_\_\_\_

Art Feldman

Date: \_\_\_\_\_

2/15/17

Title: Assistant Treasurer