

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT4355229

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	SPECIFIC MEDIA LLC	02/16/2017
RECEIVING PARTY DATA		
Name:	TI NEWCO LLC	
Street Address:	225 LIBERTY STREET	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10281	
PROPERTY NUMBERS Total: 5		
Property Type	Number	
Patent Number:	7698422	
Patent Number:	8281005	
Application Number:	15452432	
Application Number:	14084432	
Application Number:	13954665	
CORRESPONDENCE DATA		
Fax Number:	(310)641-8798	
<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>		
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Correspondent Name:	GATES & COOPER LLP	
Address Line 1:	6701 CENTER DRIVE WEST	
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ATTORNEY DOCKET NUMBER:	257 SPECIFIC MEDIA	
NAME OF SUBMITTER:	JASON S. FELDMAR, REG. NO. 39187	
SIGNATURE:	/Jason S. Feldmar/	
DATE SIGNED:	04/05/2017	
Total Attachments: 3		

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ASSIGNMENT

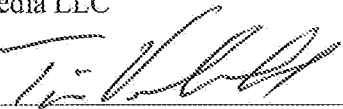
WHEREAS, Specific Media LLC (hereinafter "Assignor(s)"), owns the entire right, title, and interest in certain inventions and improvements which are disclosed in the patent applications and/or patents identified in the Appendix attached hereto.

AND WHEREAS, TI Newco LLC, a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 225 Liberty Street, New York, New York 10281 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements as identified in the Appendix;

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, Assignor(s) 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 in and to the application, all divisions, continuations, 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 but without any liabilities or obligations appurtenant thereto; and do hereby authorize and request the Commissioner for Patents 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, furthermore Assignor(s) 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 Assignor(s) and that full right to convey the same as herein expressed is possessed by Assignor(s).

Specific Media LLC

Signature: 

Date: 2-16-17

Name: Tim Vanderhook

Title: Director

SPECIFIC MEDIA LLC - APPENDIX

<i>App Serial No. / Patent No.</i>	<i>Name/Title</i>	<i>Filing Date / Issue Date</i>	<i>Inventors</i>
11/852,775 / 7,698,422	System And Method Of Determining User Demographic Profiles of Anonymous Users	9/10/2007 / 4/13/2010	Timothy Charles Vanderhook, Christopher Vanderhook, Adityavijay B. Rathore, Manish H. Patil, Nagendra Madakasira Narayana Sastry, Raviratan Arora, Shanubhog G. Sangameswara
12/709,401 / 8,281,005	System And Method Of Determining User Profiles	2/19/2010 / 10/2/2012	Timothy Charles Vanderhook, Christopher Vanderhook, Adityavijay B. Rathore, Manish H. Patil, Nagendra Madakasira Narayana Sastry, Raviratan Arora, Shanubhog G. Sangameswara
14/298,782	System and Method of Determining User Demographic Profiles	6/6/2014	Timothy Charles Vanderhook, Christopher Vanderhook, Adityavijay B. Rathore, Manish H. Patil, Nagendra Madakasira Narayana Sastry, Raviratan Arora, Shanubhog G. Sangameswara
14/084,432	Advertising Packager	11/19/2013	Chris Doe, Jason J. A. Knapp
13/954,665	Volume Bar Advertising	7/30/2013	Steve Cormie, Brian Jentz