

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4355235

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	CHANGE OF NAME	
CONVEYING PARTY DATA		
	Name	Execution Date
	TI NEWCO LLC	03/02/2016
RECEIVING PARTY DATA		
Name:	VIANT TECHNOLOGY 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>		
Phone:	3106418797	
Email:	ebrown@gates-cooper.com	
Correspondent Name:	GATES & COOPER LLP	
Address Line 1:	6701 CENTER DRIVE WEST	
Address Line 2:	SUITE 1050	
Address Line 4:	LOS ANGELES, CALIFORNIA 90045	
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: 2		

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PATENT

REEL: 042169 FRAME: 0142

Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF
DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT
COPY OF THE CERTIFICATE OF AMENDMENT OF "TI NEWCO LLC",
CHANGING ITS NAME FROM "TI NEWCO LLC" TO "VIANTE TECHNOLOGY
LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF MARCH, A.D.
2016, AT 7:51 O'CLOCK P.M.



5956214 8100
SR# 20161456524

You may verify this certificate online at corp.delaware.gov/authver.shtml

A handwritten signature in black ink, appearing to read "JB", is written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed.

Jeffrey W. Bullock, Secretary of State

Authentication: 201922401
Date: 03-02-16

PATENT
REEL: 042169 FRAME: 0143

CERTIFICATE OF AMENDMENT

TO

CERTIFICATE OF FORMATION

OF

TI NEWCO LLC

State of Delaware
Secretary of State
Division of Corporations
Delivered 07:51 PM 03/02/2016
FILED 07:51 PM 03/02/2016
SR 20161456524 - File Number 5956214

The undersigned, an Authorized Person of TI NEWCO LLC (the "Company"), a limited liability company organized and existing under and by virtue of the Delaware Limited Liability Company Act (the "Act"), pursuant to the Section 18-202 of the Act, hereby certifies that:

1: The name of the limited liability company is TI NEWCO LLC.

2: The Certificate of Formation of the Company dated as of February 5, 2016, is hereby amended by deleting Article FIRST in its entirety and replacing it with the following new Article:

FIRST: The name of the limited liability company is:

VARIANT TECHNOLOGY LLC

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment to Certificate of Formation as of March 2, 2016.



Lauren Ezrol Klein, Authorized Person