

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4457953

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PAVAN KORADA	05/30/2017
SUNPREET SINGH KHANUJA	05/31/2017
YUN SAM CHONG	06/07/2017
BHARAT GOYAL	05/31/2017
EDWARD ROBERT RAU JR.	05/30/2017
RECEIVING PARTY DATA	
Name:	ZETA GLOBAL CORP.
Street Address:	185 MADISON AVE
Internal Address:	5TH FLOOR
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10016
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15594284
CORRESPONDENCE DATA	
Fax Number:	
<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>	
Email:	request@slwip.com
Correspondent Name:	SCHWEGMAN LUNDBERG & WOESSNER, P.A.
Address Line 1:	P.O. BOX 2938
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402
ATTORNEY DOCKET NUMBER:	4525.010US1
NAME OF SUBMITTER:	MEGAN L. REED
SIGNATURE:	/Megan L. Reed/
DATE SIGNED:	06/13/2017
Total Attachments: 8	
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source=4525.010US1 Assignment#page2.tif
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RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 4525.010US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Pavan Korada, Sunpreet Singh Khanuja, Yun Sam Chong, Bharat Goyal, Edward Robert Rau Jr.

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: May 30, 2017, May 31, 2017, June 7, 2017, May 31, 2017, May 30, 2017

2. Name and address of receiving party(ies):

Name: Zeta Global Corp.

Street Address: 185 Madison Ave
5th Floor

City: New York State: NY Zip: 10016
Country: United States of America

Additional name(s) & address(es) attached? ☐ Yes
☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

Serial No. 15/594,284

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Piers A. Blewett

Address:

Schwegman Lundberg & Woessner, P.A.
P.O. Box 2938
Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41):\$ 0.00

☐ Enclosed

☐ Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743


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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Piers A. Blewett/Reg. No. 68,464

Name of Person Signing



Signature

06/13/17

Date

Total number of pages including cover sheet: 8

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Mail Stop Assignment Recordation Services
P.O. Box 1450
Alexandria, VA 22313-1450

PATENT
REEL: 042695 FRAME: 0702

ASSIGNMENT

WHEREAS, Pavan Korada, Sunpreet Singh Khanuja, Yun Sam Chong, Bharat Goyal and Edward Robert Rau Jr. (hereinafter the "Undersigned") have made one or more inventions and other subject matter (hereinafter collectively referred to as the "Invention"); and described in the patent application filed on May 12, 2017, assigned US application serial number 15/594,284, and titled ADAPTIVE REAL TIME MODELING AND SCORING as described in a patent application filed on May 12, 2017 assigned United States application serial number 15/594,104, and titled ADAPTIVE LEAD GENERATION FOR MARKETING; and as described in a provisional patent application filed on May 13, 2016 assigned United States application serial number 62/336,514, and titled ADAPTIVE LEAD GENERATION FOR MARKETING.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency, and adequacy of which are hereby acknowledged by the Undersigned, the Undersigned do hereby irrevocably and unconditionally:

CONVEY, ASSIGN, AND TRANSFER to Zeta Global Corp. (the "Assignee"), having a place of business at 185 Madison Ave, 5th Floor, New York, NY 10016, the Undersigned's entire right, title, and interest for the United States and all foreign countries and jurisdictions in and to:

the Invention which is disclosed in the above-identified application or applications;

such application or applications, and all divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other applications for a patent or patents which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries and jurisdictions based in whole or in part on any of such Invention (including any application for a utility model or an innovation patent application);

all original and reissued patents which have been or shall be issued in the United States and all foreign countries and jurisdictions based in whole or in part on any of such Invention;

including the right to claim priority to the above-identified patent application or applications in relation to subject matter based in whole or in part on the above-identified patent application or applications and any of the foregoing including the right to file foreign applications under the provisions of any convention or treaty;

and including the right to all causes of action, remedies, and other enforcement rights related to the above-identified application or applications, including without limitation the right to sue for past, present, or future infringement, misappropriation, or violation of any and all rights related to the above-identified patent application or applications and any of the foregoing, including the right to obtain and collect damages for past, present, or future infringement;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such Invention to the Assignee;

AUTHORIZE AND REQUEST that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 21186 may (directly or through his/her designee) delete, insert, or alter any

information related to the above-identified patent application or applications or any of the foregoing, after execution of this Assignment;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or shall be made to others by the Undersigned, and that the full right to convey the same as herein expressed is possessed by the Undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the Undersigned shall (1) execute all provisional, non-provisional, divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other patent applications for the Invention; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers for the Invention; (3) communicate to the Assignee all facts known to the Undersigned relating to the Invention and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for the Invention; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such Invention in the Assignee, or for securing, maintaining and enforcing proper patent protection for the Invention;

COVENANT, that should any provision of this agreement be held unenforceable by an authority of competent jurisdiction, such a ruling shall not affect the validity and enforceability of the remaining provisions. To the extent that any such provision is found to be unenforceable, the Undersigned, when requested and without compensation shall act in good faith to substitute for such provision a new provision with content and purpose as close as possible to the provision deemed unenforceable.

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives, and successors of the Undersigned, and is to extend to the benefit of the successors, assigns, and nominees of the Assignee.

AGREED as of the date of my signature below:

Assignment

Docket No: 4525.010US1

Assignors: Pavan Korada et al.

Title: ADAPTIVE REAL TIME MODELING AND SCORING

Page 3 of 7

Assignor:

(Signature):

/

Pavan Korada

/

Name: Pavan Korada

City/State: San Mateo, CA

Date:

5/30/2017

Assignors: Pavan Korada et al.

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Assignor:

Name: Sunpreet Singh Khanuja

City/State: Santa Clara, CA

Date: 5/31/2017

PATENT
REEL: 042695 FRAME: 0706

Assignors: Pavan Korada et al.

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Assignor:

(Signature): / Yun Sam Chong /

Name: Yun Sam Chong

City/State: Santa Clara, CA

Date: 6/7/2017

PATENT
REEL: 042695 FRAME: 0707

Assignment

Docket No: 4525.010US1

Assignors: Pavan Korada et al.

Title: ADAPTIVE REAL TIME MODELING AND SCORING

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Assignor:

(Signature):

/

Bharat Goyal

/

Name: **Bharat Goyal**

City/State: **San Jose, CA**

Date:

5/31/2017

Assignment

Docket No: 4525.010US1

Assignors: Pavan Korada et al.

Title: ADAPTIVE REAL TIME MODELING AND SCORING

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Assignor:

(Signature): / *Edward Robert Rau Jr.* /

Name: **Edward Robert Rau Jr.**

City/State: **Riverbank, CA**

Date: 5/30/2017