

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT4479133

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
TYLER WALLACE BOX	03/20/2017
BRIAN M. BURDICK	03/20/2017
GEOFFREY P. COCO	03/27/2017
IAN P. FERREIRA	03/27/2017
PAUL JAFFE	03/24/2017
ALFRED LAWRENCE SHIELS	03/20/2017
BRIAN THOMAN	03/22/2017
OLA TIVERMAN	03/24/2017
SEAN TRIGONY	03/27/2017
STACEY N. YOUNG	03/24/2017

**RECEIVING PARTY DATA**

<b>Name:</b>	WIDEORBIT INC.
<b>Street Address:</b>	1160 BATTERY STREET
<b>Internal Address:</b>	SUITE 300
<b>City:</b>	SAN FRANCISCO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94111

**PROPERTY NUMBERS Total: 1**

Property Type	Number
<b>Application Number:</b>	15448228

**CORRESPONDENCE DATA****Fax Number:** (206)682-6031*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.***Phone:** 2066224900**Email:** danield@seedip.com**Correspondent Name:** SEED IP LAW GROUP PLLC**Address Line 1:** 701 FIFTH AVENUE**Address Line 2:** SUITE 5400**Address Line 4:** SEATTLE, WASHINGTON 98104

PATENT

<b>ATTORNEY DOCKET NUMBER:</b>	100166.412
<b>NAME OF SUBMITTER:</b>	BOBBY SOLTANI
<b>SIGNATURE:</b>	/ Bobby Soltani /
<b>DATE SIGNED:</b>	06/27/2017

**Total Attachments: 8**

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## ASSIGNMENT

WHEREAS, we, Tyler Wallace Box, Brian M. Burdick, Geoffrey P. Coco, Ian P. Ferreira, Paul Jaffe, Alfred Lawrence Shiels, Brian Thoman, Ola Tiverman, Sean Trigony and Stacey N. Young (hereinafter referred to as ASSIGNORS), having post office addresses of 157 Vicksburg Street, San Francisco, California 94114; 15624 SE 83rd Court, Newcastle, Washington 98059; 9403 12th Avenue NE, Seattle, Washington 98115; 1613 26th Court NE, Issaquah, Washington 98029; 5236 Nagle Avenue, Sherman Oaks, California 91401; 15 Roxbury Place, Glen Rock, New Jersey 07452; 5416 151st Place SE, Everett, Washington 98208; Gertruds gata 43, Västra Frölunda, Gothenburg, Sweden 421 67; 2710 El Oeste Drive, Hermosa Beach, California 90254; and 145 W. 58th Street, Apt. 5K, New York, New York 10016, respectively, are the joint inventors of an invention entitled "SYSTEMS, METHODS AND ARTICLES TO FACILITATE CROSS-CHANNEL PROGRAMMATIC PURCHASING OF ADVERTISING INVENTORY," as described and claimed in the specification for which an application for United States letters patent was filed on March 2, 2017, and assigned Application No. 15/448,228; which application claims the benefit of U.S. Provisional Application No. 62/303,271, filed on March 3, 2016;

WHEREAS, WideOrbit Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Delaware having a place of business at 1160 Battery Street, Suite 300, San Francisco, California 94111, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions including any extensions or adjustments in term thereof and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, and including the right to sue and collect damages for past and present infringement of said

letters patent; said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

3/20/17 \_\_\_\_\_ Tyler Box \_\_\_\_\_ (Assignor)  
Date Tyler Wallace Box

I certify that I know or have satisfactory evidence that Tyler Wallace Box signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.

Date 3/20/17 \_\_\_\_\_ Signed at San Francisco \_\_\_\_\_  
Lauren Thurston \_\_\_\_\_ [Signature] \_\_\_\_\_  
(Name of Witness) (Signature of Witness)

March 20, 2017

Date



Brian M. Burdick

(Assignor)

I certify that I know or have satisfactory evidence that Brian M. Burdick signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.

Date March 20, 2017

Signed at 11:00am

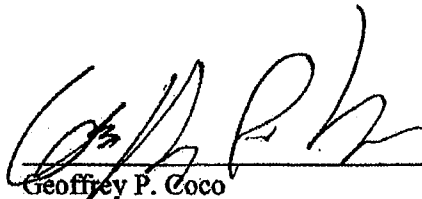
Melissa Burdick  
(Name of Witness)



(Signature of Witness)

3/27/2017

Date



Geoffrey P. Coco

(Assignor)

I certify that I know or have satisfactory evidence that Geoffrey P. Coco signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.

Date 03/27/2017


Signed at 10055 NE 4th St. 4th Fl  
Bellevue, WA 98004

Kylie Kisiel  
(Name of Witness)



(Signature of Witness)

03/27/2017  
Date

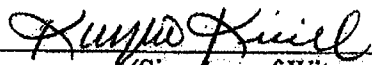
 (Assignor)  
Ian P. Ferreira

I certify that I know or have satisfactory evidence that Ian P. Ferreira, signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.


03/27/2017  
Date

Signed at 10655 NE 4th St. 4th Floor  
Belleve, WA 98004

Kaylie Kisiel  
(Name of Witness)

  
(Signature of Witness)

3/24/17  
Date

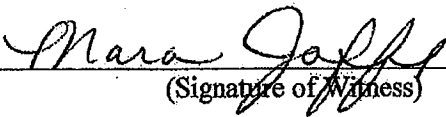
 (Assignor)  
Paul Jaffe

I certify that I know or have satisfactory evidence that Paul Jaffe signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.

3/24/17  
Date

Signed at 5236 Nagle Ave

Mara Jaffe  
(Name of Witness)

  
(Signature of Witness)

3/20/17  
Date

Alfred Shiels (Assignor)  
Alfred Lawrence Shiels

I certify that I know or have satisfactory evidence that Alfred Lawrence Shiels, signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.

3/20/17  
Date  
Alexandra Tamara  
(Name of Witness)

Signed at New York city  
Alexandra Tamara  
(Signature of Witness)

3/22/17  
Date

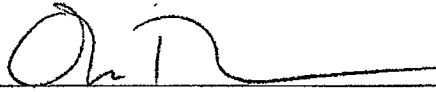
Brian Thoman (Assignor)  
Brian Thoman

I certify that I know or have satisfactory evidence that Brian Thoman signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.

03/22/2017  
Date  
Kaylie Kisiel  
(Name of Witness)

Signed at 15:39 10655 NE 4th St. 4th FL  
Belleve, MA 01804  
Kaylie Kisiel  
(Signature of Witness)

2017 MAR 24  
Date

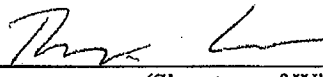
 (Assignor)  
Ola Tiverman

I certify that I know or have satisfactory evidence that Ola Tiverman signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.


Date 2017-03-24

Signed at 2017-03-24, Gothenburg

Thomas Karlsson  
(Name of Witness)

  
(Signature of Witness)

March 27, 2017  
Date

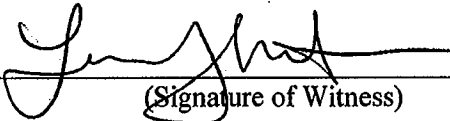
 (Assignor)  
Sean Trigony

I certify that I know or have satisfactory evidence that Sean Trigony signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.

Date 3/27/17

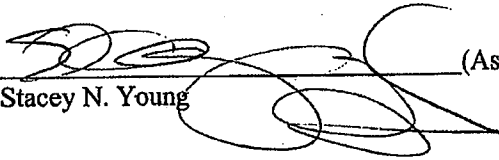
Signed at San Francisco

Lauren Thurston  
(Name of Witness)

  
(Signature of Witness)



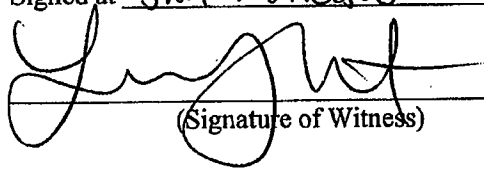
3/24/2017  
Date

  
Stacey N. Young (Assignor)

I certify that I know or have satisfactory evidence that Stacey N. Young signed this instrument of his/her own free will, as a voluntary act for the uses and purposes mentioned in the instrument.

3/24/17  
Date

Lauren Thurston  
(Name of Witness)

Signed at San Francisco  
  
(Signature of Witness)

WIDEORBIT INC.

4/13/17  
Date

Alec Meyer (Assignee)  
(Signatory Signature)

Alec Meyer  
SUP CORP DEV & PLANNING  
(Assignee Signatory Name, Title)

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