

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT4514570

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
MOAT, INC.		07/19/2017
RECEIVING PARTY DATA		
Name:	ORACLE AMERICA, INC.	
Street Address:	500 ORACLE PARKWAY	
Internal Address:	MAIL STOP 50P7	
City:	REDWOOD SHORES	
State/Country:	CALIFORNIA	
Postal Code:	94065	
PROPERTY NUMBERS Total: 56		
Property Type	Number	
Application Number:	61476505	
Application Number:	61542059	
Application Number:	13436044	
Application Number:	13436082	
Application Number:	61666817	
Application Number:	61666818	
Application Number:	13931257	
Application Number:	13931299	
Application Number:	61670436	
Application Number:	61672688	
Application Number:	13939131	
Application Number:	13945851	
Application Number:	61678244	
Application Number:	61673885	
Application Number:	13957215	
Application Number:	61703223	
Application Number:	14032019	
Application Number:	13857897	
Application Number:	13802288	

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Property Type	Number
Application Number:	61785930
Application Number:	61785921
Application Number:	61785912
Application Number:	61785937
Application Number:	61785899
Patent Number:	9282048
Application Number:	14213360
Application Number:	14213443
Application Number:	14213623
Application Number:	14213569
Patent Number:	9621472
Application Number:	15483821
Patent Number:	6963826
PCT Number:	US0401876
Patent Number:	6754670
Patent Number:	8832257
Application Number:	14482429
Patent Number:	8838786
Patent Number:	8327385
Patent Number:	8751628
Application Number:	14298465
Patent Number:	8296427
Patent Number:	9507870
Patent Number:	9336191
Patent Number:	9524284
Patent Number:	9489468
Application Number:	15346465
Patent Number:	9442621
Application Number:	13287481
Patent Number:	9330395
Application Number:	12435770
Application Number:	13287511
Application Number:	12435774
Application Number:	13287535
Application Number:	12435777
Application Number:	13287568
Patent Number:	9285869

CORRESPONDENCE DATA**Fax Number:**

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.

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ATTORNEY DOCKET NUMBER:	088325-0662903 (000000US)
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NAME OF SUBMITTER:	KATHERINE S. GAUDRY
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SIGNATURE:	/Katherine S. Gaudry/
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DATE SIGNED:	07/21/2017
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Total Attachments: 5

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source=2017-07-19 Confirmatory Assignment from Moat to Oracle America#page3.tif
source=2017-07-19 Confirmatory Assignment from Moat to Oracle America#page4.tif
source=2017-07-19 Confirmatory Assignment from Moat to Oracle America#page5.tif

IN THE UNITED STATES

PATENT AND TRADEMARK OFFICE

CONFIRMATORY PATENT ASSIGNMENT

By virtue of an Agreement and Plan of Merger entered into on April 18, 2017, by and among

- **Moat, Inc. ("Moat")**, a Delaware corporation, with a place of business at 162 5th Avenue, 11th Floor, New York, NY 10010; and
- **Oracle America, Inc. ("Oracle America, Inc.")**, a Delaware corporation and wholly-owned subsidiary of **Oracle Corporation**, with its place of business at 500 Oracle Parkway, Redwood Shores, California 94065,

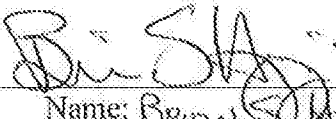
Certain steps were effected, which included the assignment, transfer, conveyance and delivery by **Moat to Oracle America, Inc.**, its successors, legal representatives and assigns, of **Moat's** entire right, title and interest in, to, and under all its inventions, patents and pending applications including the issued patents and provisional and nonprovisional patent applications listed on the attached Schedule A.

NOW THEREFORE, for the avoidance of doubt **Oracle America, Inc.** hereby confirms the previous assignment and transfer for good and valuable consideration by **Moat to Oracle America, Inc.** of all right, title and interest in, to, and under the issued patents and provisional and nonprovisional patent applications listed on the attached Schedule A, as well as any divisions, renewals, continuations and continuations-in-part thereof, and all Letters Patents of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for inventions embodied by said pending applications in any country or countries foreign to the United States, and all Letters Patent which may be granted for said inventions embodied by said pending applications in any country or countries foreign to the United States and all extensions, renewals and reissues thereof and all rights of priority in any such country or countries based upon the filing of said pending applications in the United States which are created by any law, treaty or international convention, together with the right to sue for and recover damages for past infringement of any such patents.


The Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty is to issue patents on any such applications as aforesaid, is hereby authorized and requested to issue all Letters Patent for said inventions to **Oracle America, Inc.**, its successors, legal representatives and assigns, in accordance with the terms of these agreements.

IN WITNESS WHEREOF, the parties have caused this Confirmatory Patent Assignment to be signed by a duly authorized person, as of this 19th day of July, 2017.

MOAT, INC.

By: 
Name: BRIAN HIGGINS
Title:

ORACLE AMERICA, INC.

By: 
Name: ERIC SUTTON
Title: SENIOR PATENT COUNSEL

SCHEDULE A

Matter No.	Country	Application No.	Filing Date	Title	Status
088325-1054458 (198701US)	US	61/476,505	4/18/2011	Computer Software Relating to Advertising Over Computer Networks	Expired
088325-1054459 (198702US)	US	61/542,059	9/30/2011	Optimization of Online Advertising Assets & Ad Search Engine	Expired
088325-1054460 (198700US)	US	13/436,044	3/30/2012	Ad Search Engine	Pending
088325-1054461 (198710US)	US	13/436,082	3/30/2012	Optimization of Online Advertising Assets	Pending
088325-1054464 (198801US)	US	61/666,817	6/30/2012	Ad Context Visualization and Mock-up Tool	Expired
088325-1054465 (198802US)	US	61/666,818	6/30/2012	Method for Extracting Advertising Traffic Paths from Web Pages	Expired
088325-1054466 (198800US)	US	13/931,257	6/28/2013	Ad Context Visualization and Mock-Up Tool	Pending
088325-1054467 (198810US)	US	13/931,299	6/28/2013	System and Methods for Discovering Advertising Traffic Flow and Impinging Entities	Pending
088325-1054468 (198901US)	US	61/670,436	7/11/2012	Method and System for Determining Consumer Brand Awareness of Online Advertising Using Recognition	Expired
088325-1055504 (199002US)	US	61/672,688	7/17/2012	A System and Method for Determining Advertising Visibility on Web Pages	Expired
088325-1054469 (198900US)	US	13/939,131	7/10/2013	System and Methods for Determining Consumer Brand Awareness of Online Advertising Using Recognition	Pending
088325-1054471 (199000US)	US	13/945,851	7/18/2013	System and Methods for Determining Advertising Visibility on Web Pages	Pending
088325-1054472 (199101US)	US	61/678,244	8/1/2012	System and Method for Counting Ad Impressions	Expired
088325-1054470 (199001US)	US	61/673,885	7/20/2012	System and Method for Determining Advertising Visibility on Web Pages (Ver. 2)	Expired
088325-1054473 (199100US)	US	13/957,215	8/1/2013	System and Method for Counting Advertisement Impressions	Pending
088325-1054474 (199201US)	US	61/703,223	9/19/2012	Conditional Signaling of Web Page Events Relating to Consumer Attention	Expired
088325-1054475 (199200US)	US	14/032,019	9/19/2013	Conditional Signaling of Web Page Events Relating to Consumer Attention	Pending
088325-1054463 (198730US)	US	13/857,897	4/5/2013	Ad Search Engine	Pending
088325-1054462 (198720US)	US	13/802,288	3/13/2013	Optimization of Online Advertising Assets	Pending
088325-1054476 (199301US)	US	61/785,930	3/14/2013	System and Method for Dynamically Controlling Sample Rates and Data Flow in a Networked Measurement System by Dynamic Determination of Statistical Significance	Expired

088325-1054480 (199401US)	US	61/785,921	3/14/2013	System and Method to Measure Effectiveness and Consumption of Editorial Content	Expired
088325-1054482 (199501US)	US	61/785,912	3/14/2013	System and Method for Universal, Player-Independent Measurement of Consumer-Online-Video-Consumption Behaviors	Expired
088325-1054484 (199601US)	US	61/785,937	3/14/2013	System and Method for Measuring Mobile Advertising and Content by Simulating Mobile-Device Usage	Expired
088325-1054486 (199701US)	US	61/785,899	3/14/2013	Method and System for Supporting Intelligent Export and Integration of Analytic System Data	Expired
088325-1054477 (199300US)	US	9,282,048 14/205,115	3/8/2016 03/11/2014	System and Method for Dynamically Controlling Sample Rates and Data Flow in a Networked Measurement System by Dynamic Determination of Statistical Significance	Issued
088325-1054481 (199400US)	US	14/213,360	3/14/2014	System and Method to Measure Effectiveness and Consumption of Editorial Content	Pending
088325-1054483 (199500US)	US	14/213,443	3/14/2014	System and Method for Universal, Player-Independent Measurement of Consumer-Online-Video-Consumption Behaviors	Pending
088325-1054485 (199600US)	US	14/213,623	3/14/2014	System and Method for Measuring Mobile Advertising and Content by Simulating Mobile-Device Usage	Pending
088325-1054487 (199700US)	US	14/213,569	3/14/2014	Method and System for Supporting Intelligent Export and Integration of Analytic System Data	Pending
088325-1054478 (199310US)	US	9,621,472 15/063,199	04/11/2017 3/7/2016	System and Method for Dynamically Controlling Sample Rates and Data Flow in a Networked Measurement System by Dynamic Determination of Statistical Significance	Issued
088325-1054479 (199320US)	US	15/483,821	4/1/2017	System and Method for Dynamically Controlling Sample Rates and Data Flow in a Networked Measurement System by Dynamic Determination of Statistical Significance	Pending
088325-1054584 (199800US)	US	6,963,826 10/668,476	11/8/2005 09/22/2003	Performance optimizer system and method	Issued
088325-1054585 (199800PC)	PCT	PCT/US04/01 876	1/22/2004	Performance optimizer system and method	Expired
088325-1054586 (199900US)	US	6,754,670 09/467,297	6/22/2004 12/17/1999	Mapping relational tables to object oriented classes	Issued
088325-1054423 (197600US)	US	8,832,257 12/435,740	09/09/2014 5/5/2009	System, method and computer readable medium for determining an event generator type	Issued
088325-1054425 (197620US)	US	14/482,429	9/10/2014	System, method and computer readable medium for determining an event generator type	Pending
088325-1054424 (197610US)	US	8,838,786 13/287,233	9/16/2014 11/02/2011	System, method and computer readable medium for determining an event generator type	Issued

088325-1054565 (198300US)	US	8,327,385 12/435,748	12/4/2012 05/05/2009	System and method for recording web page events	Issued
088325-1054430 (197700US)	US	8,751,628 12/435,751	6/10/2014 05/05/2009	System and method for processing user interface events	Issued
088325-1054432 (197720US)	US	14/298,465	6/6/2014	System and method for processing user interface events	Pending
088325-1054431 (197710US)	US	8,296,427 13/287,274	10/23/2012 11/02/2011	System and method for processing user interface events	Issued
088325-1054434 (197800US)	US	9,507,870 12/435,754	11/29/2016 05/05/2009	System, method and computer readable medium for binding authored content to the events used to generate the content	Issued
088325-1054567 (198400US)	US	9,336,191 12/435,758	5/10/2016 05/05/2009	System, method and computer readable medium for recording authoring events with web page content	Issued
088325-1054568 (198410US)	US	9,524,284 13/287,431	12/20/2016 11/02/2011	System, method and computer readable medium for recording authoring events with web page content	Issued
088325-1054435 (197810US)	US	9,489,468 13/287,313	11/8/2016 11/02/2011	System, method and computer readable medium for binding authored content to the events used to generate the content	Issued
088325-1054600 (197820US)	US	15/346,465	11/8/2016	System, method and computer readable medium for binding authored content to the events used to generate the content	Pending
088325-1054436 (197900US)	US	9,442,621 12/435,761	9/13/2016 05/05/2009	System, method and computer readable medium for determining user attention area from user interface events	Issued
088325-1054437 (197910US)	US	13/287,481	11/2/2011	System, method and computer readable medium for determining user attention area from user interface events	Pending
088325-1054571 (198500US)	US	9,330,395 12/435,767	5/3/2016 05/05/2009	System, method and computer readable medium for determining attention areas of a web page	Issued
088325-1054441 (198000US)	US	12/435,770	5/5/2009	System, method and computer readable medium for placing advertisements into web pages	Pending
088325-1054442 (198010US)	US	13/287,511	11/2/2011	System, method and computer readable medium for placing advertisements into web pages	Pending
088325-1054446 (198100US)	US	12/435,774	5/5/2009	System, method and computer readable medium for web crawling	Pending
088325-1054447 (198110US)	US	13/287,535	11/2/2011	System, method and computer readable medium for web crawling	Pending
088325-1054449 (198200US)	US	12/435,777	5/5/2009	System and method for content selection for web page indexing	Pending
088325-1054450 (198210US)	US	13/287,568	11/2/2011	System and method for content selection for web page indexing	Pending
088325-1054576 (198600US)	US	9,285,869 12/435,778	3/15/2016 05/05/2009	System and method for content selection for web page indexing	Issued

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RECORDED: 07/21/2017

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