

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT4593987

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ALEXIOS VRATSKIDES	10/05/2012
ORI EINSTEIN	10/05/2012
GUY STEPHANE KRIEF	10/16/2012
ASSAF BACIU	10/08/2012
RECEIVING PARTY DATA	
Name:	UPSTREAM MOBILE MARKETING LIMITED
Street Address:	PORTLAND HOUSE, BRESSENDEN PLACE
City:	LONDON
State/Country:	UNITED KINGDOM
Postal Code:	SW1E 5BH
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15653974
CORRESPONDENCE DATA	
Fax Number:	(650)712-0449
<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:	TINA M. LESSANI
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NAME OF SUBMITTER:	TINA M. LESSANI
SIGNATURE:	/Tina M. Lessani/
DATE SIGNED:	09/14/2017
Total Attachments: 3	
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Eleonora Ceolin
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Andrew MacNab
James Vanner

TO ALL TO WHOM THESE PRESENTS SHALL COME, I
ANDREW JAMES MACNAB of the City of London
NOTARY PUBLIC by royal authority duly admitted and
sworn DO HEREBY CERTIFY the genuineness of the
signature of ALEXIOS VRATSKIDIS subscribed at foot of
the **assignment** hereunto annexed, such signature being of
the own, true and proper handwriting of the said Alexios
Vratskidis, whose personal identity I attest, born in Greece
on 10th February 1972;

AND I DO FURTHER CERTIFY the genuineness of the
signature of ORI EINSTEIN also subscribed at foot of the
said annexed assignment, such signature being of the own,
true and proper handwriting of the said Ori Einstein, whose
personal identity I attest, born on 5th March 1976;

AND I DO FURTHER CERTIFY the genuineness of the
signature of GUY STÉPHANE KRIEF also subscribed at
foot of the said annexed assignment, such signature being of
the own, true and proper handwriting of the said Guy
Stéphane Krief, whose personal identity I attest, born in
France on 7th October 1977;

AND I DO FURTHER CERTIFY the genuineness of the
signature of ASSAF BACIU also subscribed at foot of the
said annexed assignment, such signature being of the own,
true and proper handwriting of the said Assaf Baciu, whose
personal identity I attest, born in Israel on 14th November
1972.

IN FAITH AND TESTIMONY WHEREOF I the said notary
have subscribed my name and set and affixed my seal of
office at London aforesaid this seventeenth day of October
two thousand and twelve.

Handwritten signature



Regulated by the Faculty Office of the Archbishop of Canterbury

PATENT

REEL: 043587 FRAME: 0416

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Upstream Mobile Marketing Limited**, a UK Company, having a place of business at **Portland House, Bressenden Place, SW1E 5BH London, United Kingdom** ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the non-provisional application filed under 35 U.S.C. §111(a) and entitled "**MESSAGE OPTIMIZATION**" ("APPLICATION"), which:

☐ is to be filed herewith

☒ was filed on June 18, 2012,

now bearing U.S. application number 13/517,032; and

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;
(c) all utility, divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), (c) and (d) above; and (e) all right of priority in the APPLICATION, together with all rights to recover damages for infringement of provisional rights; and

3. The entire worldwide right, title, and interest in and to (i) European Patent Office Application No. **10 781 437.8** titled "**Message Optimization**" and filed on **July 23, 2012**, (ii) all patents issuing therefrom, (iii) all patents and patent applications claiming priority therefrom, and (iv) all inventions and improvements disclosed therein.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

Alexios Vratskides

Date of
Signature

5/10/2012

Date U.S. Declaration
Executed By This Person

14 June 2012

Name and Signature

Ori Einstein

Date of
Signature

5/10/2012

Date U.S. Declaration
Executed By This Person

14 June 2012

Name and Signature

Guy Stephane Krief

Date of
Signature

5/10/2012

Date U.S. Declaration
Executed By This Person

14 June 2012

Name and Signature

Assaf Baciou

Date of
Signature

8/10/2012

Date Declaration
Executed By This Person

14 June 2012