

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4853139

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ANTHONY MARTIN	10/26/2005
DAVID L. GOULDEN	10/31/2005
DOMINIC V. BENNETT	10/28/2005
ROGER PETERSEN	10/28/2005
REMIGIUSZ K. PACZKOWSKI	10/27/2005
RECEIVING PARTY DATA	
Name:	CLARIA CORPORATION
Street Address:	555 BROADWAY STREET
City:	REDWOOD CITY
State/Country:	CALIFORNIA
Postal Code:	94063
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15278533
CORRESPONDENCE DATA	
Fax Number:	(703)684-1460
<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:	703-684-1470
Email:	Mduell@brundidge-stanger.com
Correspondent Name:	DAVID S. LEE
Address Line 1:	1925 BALLENGER AVE.
Address Line 2:	SUITE 560
Address Line 4:	ALEXANDRIA, VIRGINIA 22314
ATTORNEY DOCKET NUMBER:	2103-4.747BS
NAME OF SUBMITTER:	DAVID S. LEE
SIGNATURE:	/David S. Lee/
DATE SIGNED:	03/06/2018
Total Attachments: 5	

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**JOINT TO CORPORATE
ASSIGNMENT**

WHEREAS, the undersigned,

- | | |
|--|--|
| (1) Anthony Martin
1060 Los Altos Avenue
Los Altos, CA 94022
U.S.A. | (2) David L. Goulden
441 Grand Street
Redwood City, CA 94062
U.S.A. |
| (3) Dominic V. Bennett
48 Woods Land
Los Altos, CA 94024
U.S.A. | (4) Roger Petersen
3719 Carlson Circle
Palo Alto, CA 94306
U.S.A. |
| (5) Remigiusz K. Paczkowski
200 Davey Glen Road
No. 517
Belmont, CA 94002
U.S.A. | |

hereinafter termed "Inventors", have invented certain new and useful improvements in

**METHOD AND DEVICE FOR PUBLISHING
CROSS-NETWORK USER BEHAVIORAL DATA**

and have filed an application for a United States patent disclosing and identifying the above invention on 14 September 2005 as Application No. 11/226,066, OR are filing such an application herewith, and have executed an oath or declaration of inventorship for such application on:

- (1) the 26th day of October, 2005;
- (2) the 31st day of October, 2005;
- (3) the 25th day of October, 2005;
- (4) the 29th day of October, 2005;
- (5) the 21st day of October, 2005;

(hereinafter termed "applications"); and

WHEREAS, Clarla Corporation, a corporation of California, having a place of business at 555 Broadway Street, Redwood City, CA 94063 U.S.A. (hereinafter termed "Assignee"), is desirous of acquiring the entire right, title and interest in and to said applications and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventor (all collectively hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.

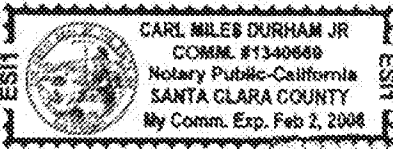
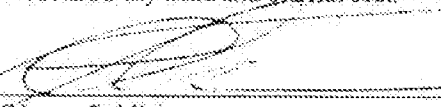
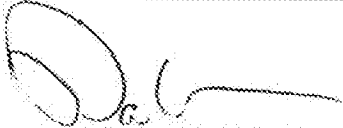
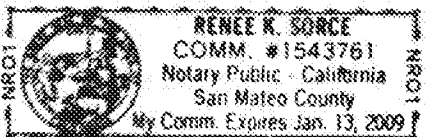
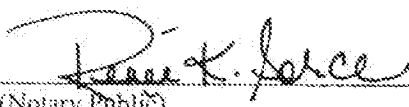
NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventors to have been received in full from said Assignee:

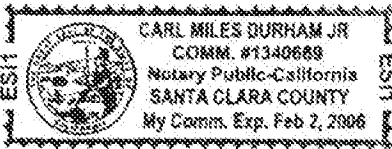
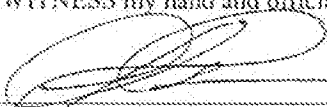
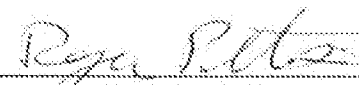
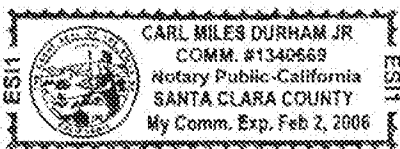
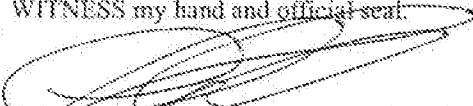
1. Said Inventors do hereby jointly and severally sell, assign, transfer and convey unto said Assignee the entire right, title and interest (a) in and to said applications and said invention; (b) in and to all rights to apply for foreign patents on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a divisional, substitution, continuation, or continuation-in-part of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.

2. Said Inventors hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (d) for filing and prosecuting applications for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, the inventors' respective heirs, legal representatives and assigns.

4. Said Inventors hereby warrant and represent that said inventors have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

 _____ Anthony Martin <u>10/26/2005</u> _____ Date 	State of California) County of <u>San Mateo</u>) On <u>Oct 26</u>, 2005, before me, <u>Carl Durham</u> <u>Notary Public</u>, personally appeared <u>x</u> personally known to me or ☐ proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument. WITNESS my hand and official seal—  _____ (Notary Public)
 _____ David L. Goulden <u>10/21/05</u> _____ Date 	State of California) County of <u>San Mateo</u>) On <u>OCT 31</u>, 2005, before me, <u>Renee Sorce</u> <u>Notary Public</u>, personally appeared <u>x</u> personally known to me or ☐ proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument. WITNESS my hand and official seal.  _____ (Notary Public)

 Dominic V. Bennett 10/28/2005 Date 	State of California) County of <u>San Mateo</u>) On <u>Oct. 28</u>, 2005, before me, <u>Carl Durham</u>, <u>Notary Public</u>, personally appeared <u>X</u> personally known to me or ☐ proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument. WITNESS my hand and official seal.  (Notary Public)
 Roger Petersen 10-28-2005 Date 	State of California) County of <u>San Mateo</u>) On <u>Oct. 28</u>, 2005, before me, <u>Carl Durham</u>, <u>Notary Public</u>, personally appeared <u>X</u> personally known to me or ☐ proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument. WITNESS my hand and official seal.  (Notary Public)

<u>R. Paczkowski</u> Remigiusz K. Paczkowski <u>10/27/2005</u> Date	State of California) County of <u>San Mateo</u>) On <u>Oct. 27</u>, 2005, before me, <u>Carl Durham</u> <u>Notary Public</u>, personally appeared ☒ personally known to me or ☐ proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument. WITNESS my hand and official seal. <u>[Signature]</u> (Notary Public)
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