

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5003409

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	WIDEORBIT SWEDEN AB	03/31/2018
RECEIVING PARTY DATA		
Name:	WIDEORBIT INC.	
Street Address:	1160 BATTERY STREET	
Internal Address:	SUITE 300	
City:	SAN FRANCISCO	
State/Country:	CALIFORNIA	
Postal Code:	94111	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Patent Number:	8769402
CORRESPONDENCE DATA		
Fax Number:	(206)682-6031	
<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:	2066224900	
Email:	erins@seedip.com	
Correspondent Name:	SEED IP LAW GROUP LLP	
Address Line 1:	701 FIFTH AVENUE	
Address Line 2:	SUITE 5400	
Address Line 4:	SEATTLE, WASHINGTON 98104	
ATTORNEY DOCKET NUMBER:	100166.416USPC	
NAME OF SUBMITTER:	BOBBY SOLTANI	
SIGNATURE:	/ Bobby Soltani /	
DATE SIGNED:	06/12/2018	
Total Attachments: 4		
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IP PURCHASE AGREEMENT

This IP Purchase Agreement (this “**Agreement**”) is entered into as of March 31, 2018 (the “**Effective Date**”) by and between WideOrbit Inc. (“**Buyer**”) and WideOrbit Sweden AB (“**Seller**”).

WHEREAS, Seller is a wholly-owned subsidiary of Buyer.

WHEREAS, Seller has developed and owns supply-side platform technology that enables digital publishers to sell advertising inventory (the “**WO Sweden Technology**”).

WHEREAS, Buyer desires to purchase all of Seller’s intellectual property rights, including, without limitation, those in, to and under the WO Sweden Technology, and Seller desires to sell such intellectual property rights to Buyer on the terms and conditions set forth herein.

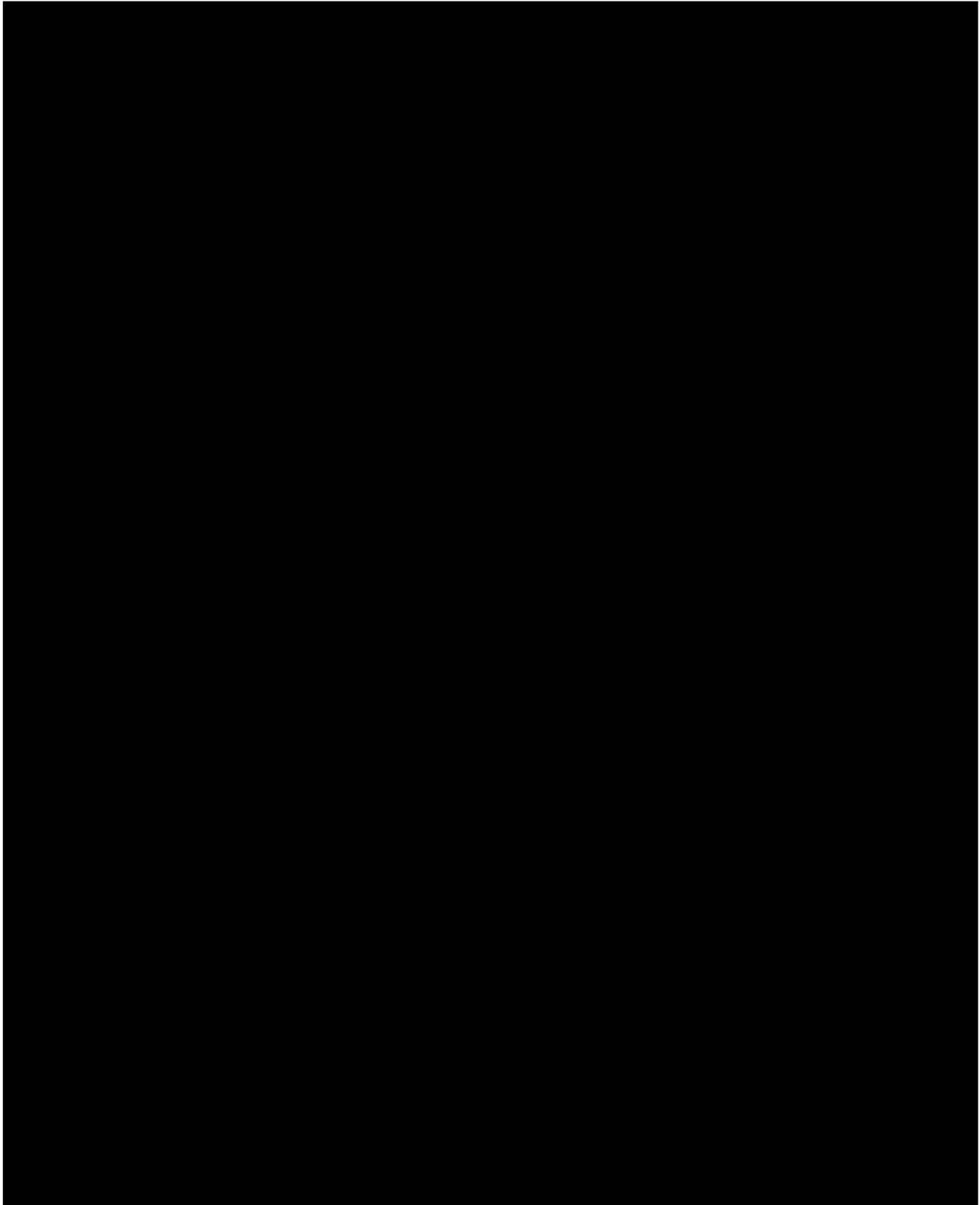
NOW, THEREFORE, in consideration of the mutual terms and conditions set forth herein the parties agree as follows:

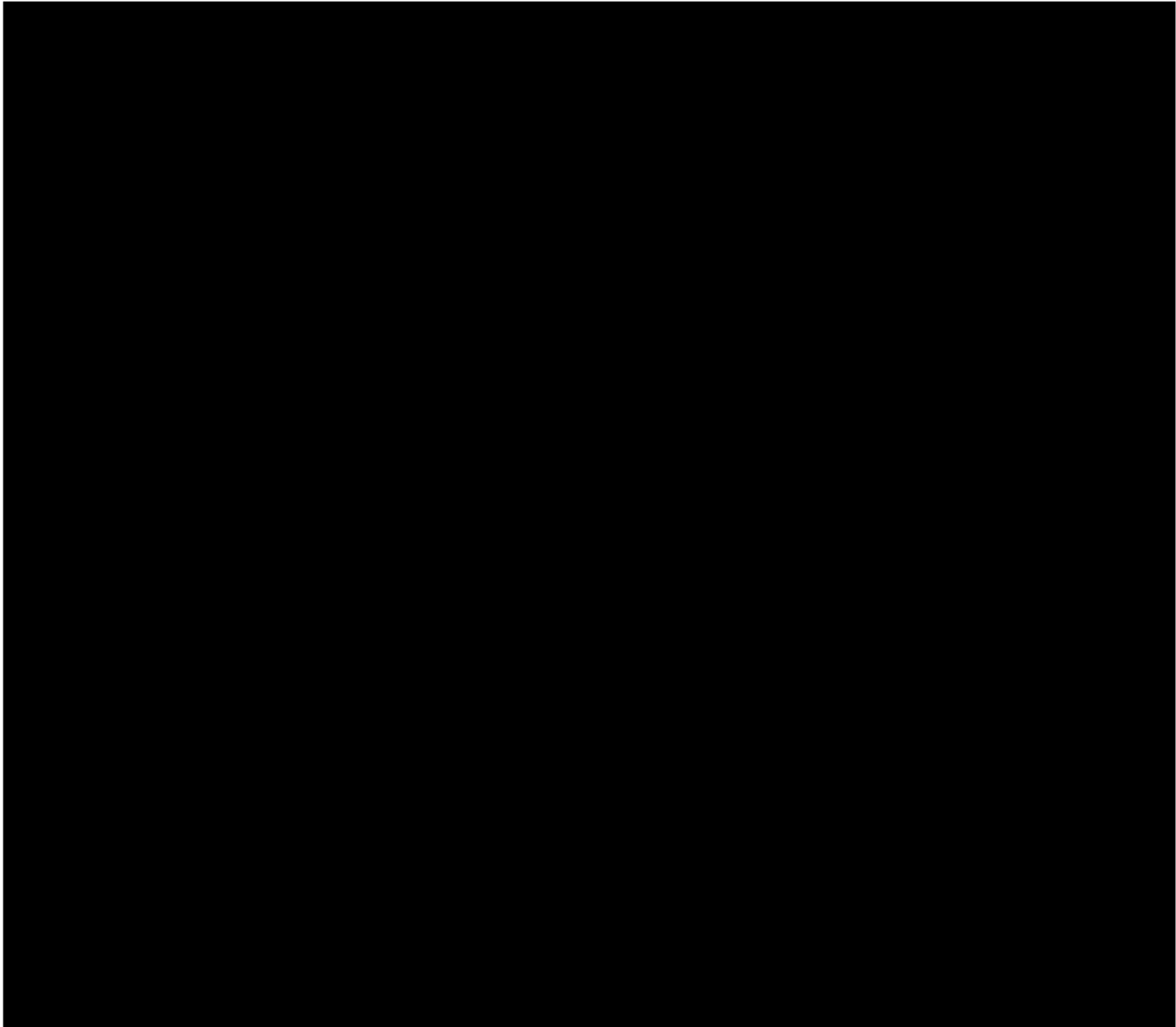
1. Purchase and Sale.

1.1 Assignment of WO Sweden IP. On the Effective Date, Seller hereby sells, assigns, transfers and conveys to Buyer, all of Seller’s right, title and interest in, to and under all of the Intellectual Property Rights held by Seller, including, without limitation, the Intellectual Property Rights in, to and under the WO Sweden Technology, including, without limitation, all enhancements, modifications, improvements and extensions thereto, whether previously developed or now in development, the trademark ‘Admeta’ and the URL <http://www.admeta.com>, and all goodwill associated therewith (all such rights, collectively, the “**WO Sweden IP**”).

1.2 Intellectual Property Rights Defined. As used herein, “**Intellectual Property Rights**” means: (a) all patents, utility models, certificates of invention and other governmental grants for the protection of inventions anywhere in the world and all reissues, renewals, re-examinations and extensions thereof and all applications for any of the foregoing, including, without limitation, any international, provisional, divisional, continuation, continuation-in-part, and continuing prosecution applications and all rights in, arising out of or associated with any of the foregoing anywhere in the world; (b) all international and foreign rights associated with works of authorship, including copyrights, moral rights, rights in databases and mask work rights (i.e., rights not protected under Title 17 of the United States Code) and all registrations and applications therefor; (c) Internet domain name registrations and applications therefor; (d) all United States and foreign trademarks and service marks (whether or not registered), trade names, designs, logos, slogans and general intangibles of like nature, together with all goodwill appurtenant thereto, and applications for registration of any of the foregoing; (e) all rights in confidential technical and business information including, without limitation, trade secrets, technology, inventions (whether patentable or not), know-how, computer software, customer lists, product and marketing plans, and all documentation relating to any of the

foregoing; (f) all other intellectual, moral, industrial or proprietary rights recognized under applicable laws anywhere in the world; and (g) the right to sue for any past, present or future infringement of the foregoing rights.






[Signature Page Follows]

IN WITNESS WHEREOF, the parties hereto have executed this IP Purchase Agreement as of the Effective Date.

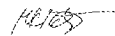
Seller:

WideOrbit Sweden AB

By: 
Name: Alec Meyer
Title: Board Member

Buyer:

WideOrbit Inc.

By: 
Name: Margaret K McCarthy
Title: CFO