

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5069569

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| SUBMISSION TYPE: | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | ASSIGNMENT | |
| CONVEYING PARTY DATA | | |
| | Name | Execution Date |
| | KRUX DIGITAL, INC. | 07/26/2018 |
| RECEIVING PARTY DATA | | |
| Name: | SALESFORCE.COM, INC. | |
| Street Address: | THE LANDMARK@ONE MARKET STREET | |
| City: | SAN FRANCISCO | |
| State/Country: | CALIFORNIA | |
| Postal Code: | 94105 | |
| PROPERTY NUMBERS Total: 3 | | |
| Property Type | Number | |
| Application Number: | 13476439 | |
| Application Number: | 14842135 | |
| Application Number: | 14199828 | |
| CORRESPONDENCE DATA | | |
| Fax Number: | (503)224-7819 | |
| <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: | 9712301067 | |
| Email: | spencer@eoplaw.com, niel@eoplaw.com | |
| Correspondent Name: | SPENCER K. HUNTER | |
| Address Line 1: | 707 SW WASHINGTON STREET | |
| Address Line 2: | SUITE 1500 | |
| Address Line 4: | PORTLAND, OREGON 97205 | |
| ATTORNEY DOCKET NUMBER: | 37633.6311, 6311C, 6312 | |
| NAME OF SUBMITTER: | SPENCER K. HUNTER | |
| SIGNATURE: | /Spencer K. Hunter/ | |
| DATE SIGNED: | 07/26/2018 | |
| Total Attachments: 2 | | |
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| source=KruختoSFDCExecuted Assignment#page2.tif | | |

ASSIGNMENT OF PATENTS

THIS ASSIGNMENT OF INTELLECTUAL PROEPRTY ASSETS (this "Assignment") is made as of July 26, 2018 ("Effective Date"), by KRUX DIGITAL, INC., a corporation of Delaware, having its principal place of business at 181 South Park #2, San Francisco, California 94107, US ("Assignor") in favor of salesforce.com, inc., a corporation of Delaware, having its principal place of business at The Landmark @One Market, Suite 300, San Francisco, California 94105, US ("Assignee").

RECITALS

WHEREAS, Assignor is the registered owner of certain patents and patent applications registered and pending in the United States Patent and Trademark Office and elsewhere throughout the world as set forth below (hereinafter collectively referred to as the "Patents" and "Applications");

| Docket No. | Country | Application Serial No./ Patent No. | Status | Title |
|-------------|---------|------------------------------------|---------|---------------------------------|
| 37633.6311 | US | 13/476,439 | Pending | DATA COUNTER MEASURES |
| 37633.6311C | US | 14/842,135 | Pending | DATA COUNTER MEASURES |
| 37633.6312 | US | 14/199,828 | Pending | ONLINE AUDIENCE DATA MANAGEMENT |

WHEREAS, Assignee is desirous of obtaining the entire right, title and interest in, to and under such Patents and Applications;

ASSIGNMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the Patents and Applications, and in and to said Patents and Applications and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United states and all foreign countries in connection with the Patents and Applications; and in and to all rights of priority resulting from the filing of said United States Patents and Applications;

AND ASSIGNOR HEREBY authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNOR HEREBY also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the invention or inventions throughout the world, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

AND ASSIGNOR HEREBY agrees that Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, shall arrange for or execute on its own behalf all rightful oaths, assignments, and other papers required to carry out in good faith the intent and purpose of this Assignment.

AND ASSIGNOR HEREBY agrees to communicate to Assignee all facts known to Assignor relating to the Patents and Applications and the history thereof, as required to maintain and prosecute the Patents and Applications, and testify in any legal proceedings necessary to obtain and enforce proper protection of the Patents and Applications and the invention or inventions thereunder.

AND ASSIGNOR HEREBY covenants with Assignee, its successors, assigns, and legal representatives that it has the full right to convey the rights in the Patents and Applications to Assignee, free from any encumbrances, liens or claims.

This Assignment is governed by the laws of the State of Delaware, United States of America, and the parties irrevocably submit to the exclusive jurisdiction of the United States District Court, District of Delaware, in regard to any dispute or claim arising out of or related to this Assignment.

This Assignment may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Any party may execute this instrument by facsimile signature or scanned signature in PDF format, and any such facsimile signature or scanned signature, if identified, legible and complete, shall be deemed an original signature and each of the parties is hereby authorized to rely thereon.

IN WITNESS WHEREOF, the parties have executed this Agreement in multiple counterparts on the dates set forth below to be effective as of the date first above written.

ASSIGNOR:

ASSIGNEE:

KRUX DIGITAL, INC.

salesforce.com, inc.

On this 26 day of July, 2018

On this 26 day of July, 2018

By: 

By: 

Name: Scott Siamas

Name: David M Simon

Title: Assistant Secretary

Title: Sr VP