

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5107620

|                                                                                                                                                                                                 |                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | RESUBMISSION               |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | CHANGE OF NAME             |
| <b>RESUBMIT DOCUMENT ID:</b>                                                                                                                                                                    | 504813481                  |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                            |
| <b>Name</b>                                                                                                                                                                                     | <b>Execution Date</b>      |
| MIRRIAD ADVERTISING LIMITED                                                                                                                                                                     | 11/22/2017                 |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                            |
| <b>Name:</b>                                                                                                                                                                                    | MIRRIAD ADVERTISING PLC    |
| <b>Street Address:</b>                                                                                                                                                                          | ONE LONDON WALL            |
| <b>Internal Address:</b>                                                                                                                                                                        | 6TH FLOOR                  |
| <b>City:</b>                                                                                                                                                                                    | LONDON                     |
| <b>State/Country:</b>                                                                                                                                                                           | UNITED KINGDOM             |
| <b>Postal Code:</b>                                                                                                                                                                             | EC2Y 5EB                   |
| <b>PROPERTY NUMBERS Total: 9</b>                                                                                                                                                                |                            |
| <b>Property Type</b>                                                                                                                                                                            | <b>Number</b>              |
| Patent Number:                                                                                                                                                                                  | 8929720                    |
| Patent Number:                                                                                                                                                                                  | 9294822                    |
| Patent Number:                                                                                                                                                                                  | 9402096                    |
| Patent Number:                                                                                                                                                                                  | 9438936                    |
| Patent Number:                                                                                                                                                                                  | 9477965                    |
| Patent Number:                                                                                                                                                                                  | 10043550                   |
| Application Number:                                                                                                                                                                             | 14542321                   |
| Application Number:                                                                                                                                                                             | 15076323                   |
| Application Number:                                                                                                                                                                             | 16027871                   |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                      |                            |
| <b>Fax Number:</b>                                                                                                                                                                              | (435)252-1361              |
| <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> |                            |
| <b>Phone:</b>                                                                                                                                                                                   | 435-252-1360               |
| <b>Email:</b>                                                                                                                                                                                   | jjohnson@mabr.com          |
| <b>Correspondent Name:</b>                                                                                                                                                                      | BRIAN LANCE JENSEN         |
| <b>Address Line 1:</b>                                                                                                                                                                          | 1389 CENTER DRIVE, STE 300 |
| <b>Address Line 4:</b>                                                                                                                                                                          | PARK CITY, UTAH 84098      |

|                                                                                                                                           |                      |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                            | M2445.0              |
| <b>NAME OF SUBMITTER:</b>                                                                                                                 | BRIAN LANCE JENSEN   |
| <b>SIGNATURE:</b>                                                                                                                         | /BRIAN LANCE JENSEN/ |
| <b>DATE SIGNED:</b>                                                                                                                       | 08/23/2018           |
| <b>Total Attachments: 2</b><br>source=M2445.0 Change of Name Aug 23 2018#page1.tif<br>source=M2445.0 Change of Name Aug 23 2018#page2.tif |                      |



## Companies House

### Company Details

Name & Registered Office:  
**MIRRIAD ADVERTISING PLC**  
6TH FLOOR  
ONE LONDON WALL  
LONDON  
ENGLAND  
EC2Y 5EB  
Company No. 09550311

Status: Active  
Date of Incorporation: 20/04/2015

Country of Origin: United Kingdom  
Company Type: Public Limited Company  
Nature of Business (SIC):  
73110 - Advertising agencies  
Accounting Reference Date: 31/12  
Last Accounts Made Up To: 31/12/2016 (GROUP)  
Next Accounts Due: 30/06/2018  
Last Confirmation Statement Date: 20/04/2017  
Next Confirmation Statement Due: 04/05/2018  
Mortgage: Number of charges: ( 0 outstanding / 0 satisfied / 0 part satisfied )  
Last Members List: 20/04/2016  
Previous Names:

| Date of change | Previous Name                  |
|----------------|--------------------------------|
| 22/11/2017     | MIRRIAD ADVERTISING LIMITED    |
| 03/06/2015     | BROADWALL ACQUISITIONS LIMITED |

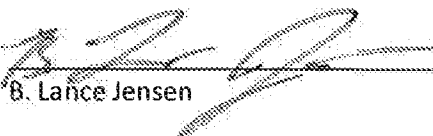
### UK Establishment Details

There are no UK Establishments associated with this company.

### Overseas Company Info

There are no Overseas Details associated with this company.

To the best of my knowledge, the information in this document is correct.

  
B. Lance Jensen

## Annexe

| <b><u>Patent/Application No.</u></b> | <b><u>W&amp;R Ref:</u></b> | <b><u>MB Ref:</u></b> |
|--------------------------------------|----------------------------|-----------------------|
| 8,929,720 (12/954,766)               | P531659US-PCT              | M2445.10004US01       |
| 9,294,822 (13/688,131)               | P531653US                  | M2445.10001US02       |
| 9,402,096 (14/091,294)               | P531654US                  | M2445.10002US01       |
| 9,438,936 (14/678,780)               | P531658US                  | M2445.10005US01       |
| 9,477,965 (14/553,893)               | P531660US-PCT              | M2445.10004US02       |
| 10,043,550 (14/091,308)              | P531655US                  | M2445.10003US01       |
| 14/542,321                           | P531656US                  | M2445.10001US03       |
| 15/076,323                           | P531658USCIP1              | M2445.10005US02       |
| 16/027,871                           | P531655USCNT1              | M2445.10003US02       |