

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DANIEL ACKERMAN	08/28/2018
MARC WILLIAM CARLSON	08/28/2018
STEFAN SCHULZ	08/29/2018
RECEIVING PARTY DATA	
Name:	URBAN AIRSHIP, INC.
Street Address:	1417 NW EVERETT ST
Internal Address:	SUITE 300
City:	PORTLAND
State/Country:	OREGON
Postal Code:	97209
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16105773
CORRESPONDENCE DATA	
Fax Number:	(650)938-5200
<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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Email:	cdiez@fenwick.com
Correspondent Name:	FREDRICK TSANG
Address Line 1:	FENWICK & WEST LLP
Address Line 2:	801 CALIFORNIA STREET
Address Line 4:	MOUNTAIN VIEW, CALIFORNIA 94041
ATTORNEY DOCKET NUMBER:	32132-41077/US
NAME OF SUBMITTER:	FREDRICK TSANG, REG. NO. 68,680
SIGNATURE:	/Fredrick Tsang/
DATE SIGNED:	09/04/2018
Total Attachments: 2	
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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 assigned, and transferred and does hereby sell, assign, and transfer to **Urban Airship, Inc.**, a Delaware Corporation, having a place of business at **1417 NW Everett St., Suite 300, Portland, OR 97209** ("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 following provisional or non-provisional application filed under 35 U.S.C. § 111, design application filed under 35 U.S.C. § 171, Registered Community Designs, international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):

- Application No. **16/105,773**, entitled "**DELIVERY OF PERSONALIZED PLATFORM-SPECIFIC CONTENT USING A SINGLE URL**," filed on **August 20, 2018**, which claims priority from a provisional application, filed on **August 21, 2017**, now bearing U.S. Application No. **62/548,359**.

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

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.

Title:	DELIVERY OF PERSONALIZED PLATFORM-SPECIFIC CONTENT USING A SINGLE URL		
Filed:	August 20, 2018	Atty Docket #:	32132-41077/US
Application #:	16/105,773		

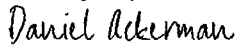
INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein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

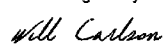
Date of Signature _____

DocuSigned by:

ES34A3DEEC94480...
Daniel Ackerman

8/28/2018

Name and Signature _____

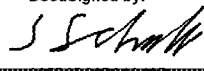
Date of Signature _____

DocuSigned by:

EDD04E6C367A482...
Marc William Carlson

8/28/2018

Name and Signature _____

Date of Signature _____

DocuSigned by:

363B6D20B84C48D...
Stefan Schulz

8/29/2018
