

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT5180126

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ACXIOM LLC	09/30/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	LIVERAMP, INC.
<b>Street Address:</b>	225 BUSH STREET, 17TH FLOOR
<b>City:</b>	SAN FRANCISCO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94104
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15999100
<b>Application Number:</b>	16086577
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(501)376-9442
<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>	(501) 371-0808
<b>Email:</b>	jdougherty@wlj.com
<b>Correspondent Name:</b>	J. CHARLES DOUGHERTY
<b>Address Line 1:</b>	200 W. CAPITOL AVE., SUITE 2300
<b>Address Line 4:</b>	LITTLE ROCK, ARKANSAS 72201
<b>NAME OF SUBMITTER:</b>	J. CHARLES DOUGHERTY
<b>SIGNATURE:</b>	/J. Charles Dougherty/
<b>DATE SIGNED:</b>	10/09/2018
<b>Total Attachments: 5</b>	
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source=High Garden - Patent Assignment (MCA Amendment 3) (executed)#page5.tif	

## PATENT ASSIGNMENT

THIS PATENT ASSIGNMENT (this "Patent Assignment") from Acxiom LLC (successor entity to Acxiom Corporation), a Delaware limited liability company ("Assignor"), to LiveRamp, Inc., a Delaware corporation ("Assignee"), is effective as of September 30, 2018.

**WHEREAS**, Assignor and Assignee are parties to that certain Master Contribution and Assumption Agreement (the "Contribution Agreement"), pursuant to which, among other things, Assignor has agreed to assign to Assignee the Assigned Patents (as defined below) via one or more Transfer Documents. This Patent Assignment is one such Transfer Document. Terms used but not defined in this Patent Assignment shall have the meanings set forth in the Contribution Agreement. Assignor and Assignee are collectively referred to as the "Parties", and each individually as a "Party."

**NOW, THEREFORE**, in consideration of the premises, covenants and representations set forth herein and the Contribution Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor makes the following assignment and agrees as follows:

1. The term "Assigned Patents" means the issued patents and pending patent applications set forth on Schedule A attached hereto.

2. For good and valuable consideration, the receipt and adequacy of which is hereby acknowledged and deemed to have a value of at least ten US dollars (\$10.00) per Assigned Patent, Assignor hereby irrevocably assigns, transfers, sells and delivers to Assignee, throughout the world and in perpetuity, all of Assignor's right, title and interest in and to the Assigned Patents, including the right to claim priority from any of the Assigned Patents, the right to prosecute and maintain any of the Assigned Patents, the right to apply for patents pursuant to the International Convention for the Protection of Industrial Property or pursuant to any other convention, treaty, agreement or understanding, the right to make applications for re-issue and re-examination with respect to any of the Assigned Patents, and the right to sue, claim remedies and recover damages for past, present and future infringement or other violation or impairment of any of the Assigned Patents.

3. Assignor shall, without demanding any further consideration therefor, at the reasonable request but at the charge of Assignee, do all lawful and just acts, including the execution and acknowledgment of instruments, that may be or become necessary for effecting, evidencing or perfecting Assignee's rights to the Assigned Patents.

4. The Parties acknowledge that Assignor became the successor entity to Acxiom Corporation pursuant to its conversion to a Delaware limited liability company in accordance with the laws of the State of Delaware, and has all rights, title, and interest in or to the Assigned Patents that were enjoyed by Acxiom Corporation before the conversion, including the power to transfer all such rights, titles, and interests therein or thereto and for the purposes of recording the Patent Assignment in any applicable jurisdictions. The Parties agree to cooperate should it be necessary to record the Patent Assignment in any applicable jurisdictions.

5. The representations, warranties, covenants, agreements, and indemnities contained in the Contribution Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Contribution Agreement and the terms hereof, the terms of the Contribution Agreement shall govern.

6. Assignor hereby authorizes the Commissioner of Patents and all foreign patent registration and issuing authorities to issue any and all Letters Patent which may be granted upon the Assigned Patents herein referenced to Assignee, as the assignee to the entire interest therein.

7. This Patent Assignment shall be governed by, and construed in accordance with, the laws of the State of Delaware, regardless of the laws that might otherwise govern under applicable principles of choice or conflicts of law thereof.

8. This Patent Assignment may be executed in any number of counterparts and by the Parties to it on separate counterparts and each such counterpart shall constitute an original of this Patent Assignment but all of which together constitute one and the same instrument. This Patent Assignment shall not be effective until each party has executed at least one counterpart.

[The remainder of this page is intentionally left blank.]

IN WITNESS WHEREOF, Assignor has caused this Patent Assignment to be executed as of the date first written above by its duly authorized officer.

ASSIGNOR:

ACXIOM LLC

By: 

Name: Jerry Jones

Title: President and CEO

### ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of Arkansas

County of Pulaski )

On September 30, 2018 before me, Marsha L. Stark

personally appeared Jerry Jones ,  
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her their signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Arkansas that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Marsha L. Stark (Seal)



[SIGNATURE PAGE TO PATENT ASSIGNMENT]

IN WITNESS WHEREOF, Assignee has caused this Patent Assignment to be executed as of the date first written above by its duly authorized officer.

ASSIGNEE:

LIVERAMP, INC.

By: *Vanessa Wu*  
Name: Vanessa Wu  
Title: *General Counsel*

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California

County of San Francisco )

On September 28, 2018 before me, Hannah Lerch - Notary Public,

personally appeared Vanessa Wu ,

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature *Hannah Lerch* (Seal)



[SIGNATURE PAGE TO PATENT ASSIGNMENT]

**SCHEDULE A**  
**ASSIGNED PATENTS**

IP Right ID	Filing Date	IP Right Status	Country Name	Application Number	IP Issue Number	Issue Date	Title
ACXM-00135	8/17/18	Pending	United States	15/999,100			Salting Text and Fingerprinting In Database Tables, Text Files, and Data Feeds
ACXM-00135-US1	2/16/17	Pending	United States	15/999,110			Salting Text and Fingerprinting In Database Tables, Text Files, and Data Feeds
ACXM-00168-WO	9/12/2018	Pending	WIPO	PCT/US2018/050584			Computing Environment Node and Edge Network to Optimize Data Identity Resolution
ACXM-00184-WO	9/7/2018	Pending	WIPO	PCT/US2018/049910			Statistical Fingerprinting of Large Structure Datasets
ACXM-00188-US	1/18/18	Pending	United States	62/618,707			System for the Creation of Audiences Using Natural Language
ACXM-00193	9/12/18	Pending	United States	62/730,728			Consent Provenance and Compliance Tracking Over a Complex Consumer Data Supply Chain Using Blockchain Distributed Ledger
ACXM-01096	9/19/18	Pending	United States	16/086,577			Data Watermarking and Fingerprinting System and Method

[ATTACHMENT 1 TO PATENT ASSIGNMENT]

A-1

**RECORDED: 10/09/2018**

**PATENT**  
**REEL: 047110 FRAME: 0651**