

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5237395

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ADOMIC, INC.	04/23/2015
RECEIVING PARTY DATA		
Name:	PATHMATICS, INC.	
Street Address:	1411 5TH STREET	
Internal Address:	SUITE 405	
City:	SANTA MONICA	
State/Country:	CALIFORNIA	
Postal Code:	90401	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	16027160
CORRESPONDENCE DATA		
Fax Number:	(312)984-7700	
<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:	3123722000	
Email:	nqu@mwe.com, IPDocketMWE@mwe.com	
Correspondent Name:	MCDERMOTT WILL & EMERY LLP	
Address Line 1:	THE MCDERMOTT BUILDING	
Address Line 2:	500 NORTH CAPITOL STREET, N.W.	
Address Line 4:	WASHINGTON, D.C. 20001	
ATTORNEY DOCKET NUMBER:	098833-0019	
NAME OF SUBMITTER:	LOUIS R. LEVENSON, REG. NO. 69220	
SIGNATURE:	/Louis R. Levenson/	
DATE SIGNED:	11/14/2018	
Total Attachments: 8		
source=ChainOfTitle#page1.tif		
source=ChainOfTitle#page2.tif		
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STATEMENT UNDER 37 CFR 3.73(c)

Applicant/Patent Owner: PATHMATICS, INC.

Application No./Patent No.: 16/027,160 Filed/Issue Date: 07-03-2018

Titled: SYSTEMS AND METHODS FOR DISCOVERY AND TRACKING OF WEB-BASED ADVERTISEMENTS

PATHMATICS, INC., a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2, 3 or 4 below):

1. ☒ The assignee of the entire right, title, and interest.

2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):

☐ The extent (by percentage) of its ownership interest is ____%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.

☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

4. ☐ The recipient, via a court proceeding or the like (e.g., bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose **one** of options A or B below):

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Gabriel GOTTLIEB et al. To: YELDMETRICS INC.

The document was recorded in the United States Patent and Trademark Office at
Reel 028405, Frame 0660, or for which a copy thereof is attached.

2. From: YELDMETRICS, INC. To: ADOMIC, INC.

The document was recorded in the United States Patent and Trademark Office at
Reel 031042, Frame 0522, or for which a copy thereof is attached.

[Page 1 of 2]

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PATENT
REEL: 047501 FRAME: 0868

STATEMENT UNDER 37 CFR 3.73(c)3. From: ADOMIC, INC. To: PATHMATICS, INC.The document was recorded in the United States Patent and Trademark Office at
Reel 036172, Frame 0505, or for which a copy thereof is attached.

4. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

5. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

6. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.☐ Additional documents in the chain of title are listed on a supplemental sheet(s).☒ As required by 37 CFR 3.73(c)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Louis R. Levenson/

Signature

Louis R. Levenson

Printed or Typed Name

11/14/2018

Date

69220

Title or Registration Number

Privacy Act Statement

The **Privacy Act of 1974 (P.L. 93-579)** requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (*i.e.*, GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

A S S I G N M E N T

WHEREAS, We, Gabriel Gottlieb and Thomas George Lorimor, residing respectively at 1424 Franklin St., Apt. B, Santa Monica, California 90404 and 2045 4th St, Unit 208B, Santa Monica, California 90405, have made an invention entitled:

SYSTEMS AND METHODS FOR GENERATING AND
MAINTAINING INTERNET USER PROFILE DATA

and

(1) are about to make an application for United States Letters Patent therefor, the same having been executed by us on even date herewith

OR

(2) have made an application for United States Letters Patent therefor, the same having been filed on (_____) under Application No. (_____), in connection with which we hereby authorize and request the assignee's attorneys associated with Customer Number 36532 to insert within the foregoing parentheses the filing date and Application No. of said application when known; and

WHEREAS, YIELDMETRICS INC., a corporation organized and existing under the laws of the State of Washington and having an address of 1424 Franklin St., Apt B, Santa Monica, CA 90404, is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we do hereby sell, assign and transfer unto the said YIELDMETRICS INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations-in-part and divisions thereof, and any substitute applications therefor, and including the right to claim priority under the International Convention based on said patent application, and any patent which may issue thereon, and any reissues of the same; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same;

and we hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said YIELDMETRICS INC. as the assignee of the entire interest therein; and we further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our

YM-4

names on the dates indicated hereinafter.

2/28/2013
Date

2/27/2013
Date


Gabriel Gottlieb


Thomas George Lorimor

CERTIFICATE OF AMENDMENT
OF
AMENDED AND RESTATED CERTIFICATE OF INCORPORATION
OF
YIELDMETRICS, INC.

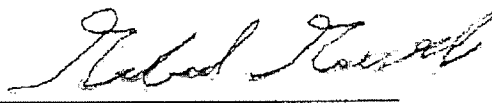
YieldMetrics, Inc., a Delaware corporation, does hereby certify that the following amendment to the corporation's Amended and Restated Certificate of Incorporation has been duly adopted in accordance with the provisions of Section 242 of the Delaware General Corporation Law, with the approval of such amendment by the corporation's stockholders having been given by written consent without a meeting in accordance with Sections 228 and 242 of the Delaware General Corporation Law:

Article I of the Certificate of Incorporation, relating to the name of the corporation, is amended to read in its entirety as follows:

"The name of this corporation is Adomic, Inc. (the "Corporation")."

IN WITNESS WHEREOF, said corporation has caused this Certificate of Amendment to be signed by its duly authorized officer this 31st day of July, 2013 and the foregoing facts stated herein are true and correct.

YIELDMETRICS, INC.

By: 

Gabriel Gottlieb
President

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "ADOMIC, INC.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "PATHMATICS, INC.", THE TWENTY-THIRD DAY OF APRIL, A.D. 2015, AT 11:01 O'CLOCK A.M.

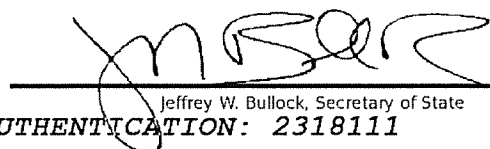
AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "PATHMATICS, INC." WAS INCORPORATED ON THE SEVENTH DAY OF DECEMBER, A.D. 2012.

5237765 8320

150558553

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 2318111

DATE: 04-23-15

RECORDED: 07/23/2015
RECORDED: 11/14/2018

PATENT
REEL: 036 PATENT NAME: 0506
REEL: 047501 FRAME: 0875