

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT5237435

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 ST.
Internal Address:	SUITE 405
City:	SANTA MONICA
State/Country:	CALIFORNIA
Postal Code:	90401
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16027147
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:	098833-0020
NAME OF SUBMITTER:	LOUIS R. LEVENSON, REG. NO. 69220
SIGNATURE:	/Louis R. Levenson/
DATE SIGNED:	11/14/2018
Total Attachments: 6	
source=ChainOfTitle#page1.tif	
source=ChainOfTitle#page2.tif	
source=ChainOfTitle#page3.tif	
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STATEMENT UNDER 37 CFR 3.73(c)Applicant/Patent Owner: PATHMATICS, INC.Application No./Patent No.: 16/027,147 Filed/Issue Date: 07-03-2018Titled: SYSTEMS AND METHODS FOR DISCOVERY AND TRACKING OF OBSCURED WEB-BASED ADVERTISEMENTSPATHMATICS, 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: Thomas George Lorimor et al. To: ADOMIC, INC.The document was recorded in the United States Patent and Trademark Office at
Reel 033772, Frame 0507, or for which a copy thereof is attached.2. From: ADOMIC, INC. To: PATHMATICS, INC.The document was recorded in the United States Patent and Trademark Office at
Reel 036167, Frame 0863, 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: 047502 FRAME: 0127**

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STATEMENT UNDER 37 CFR 3.73(c)

3. 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.

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/

11/14/2018

Signature

Date

Louis R. Levenson

69220

Printed or Typed Name

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.

ASSIGNMENT

WHEREAS, We, Thomas George Lorimor, Gabriel Richard Gottlieb, and Gregory Hirsch Rosen, residing respectively at 2045 4th St, Unit 208B, Santa Monica, CA 90405, 817 20th St, Apt 102, Santa Monica, CA 90403 and 1700 Sawtelle Blvd., # 107, Los Angeles, CA 90025 have made an invention entitled:

**SYSTEMS AND METHODS FOR EVENT DETECTION
USING WEB-BASED ADVERTISEMENT 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 December 10, 2014 under Application No. 14/566,406, in connection with which we hereby authorize and request the assignee's attorneys associated with Customer Number 27683 to insert within the foregoing parentheses the filing date and Application No. of said application when known; and

WHEREAS, ADOMIC, INC., a corporation organized and existing under the laws of the State of Delaware and having an address of 1411 5th St., Suite 405, Santa Monica, CA 90401 is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

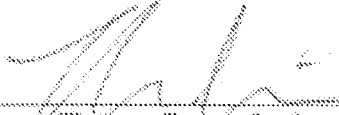
NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we do hereby sell, assign and transfer unto the said ADOMIC, INC., its successors, assigns and legal 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 application 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 ADOMIC, 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

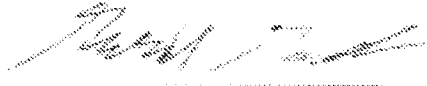
throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the dates indicated hereinafter.

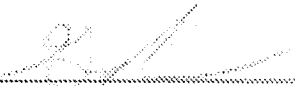
12/4/2014
Date


Thomas George Lorimer

12/4/2014
Date


Gabriel Richard Gottlieb

12/4/2014
Date


Grégory Hirsch Rosen

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.

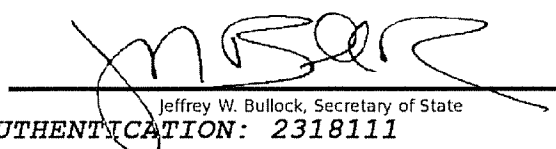
AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "PATHMATICS, INC." WAS INCORPORATED ON THE SEVENTH DAY OF DECEMBER, A.D. 2012.

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

PATENT

REEL: 036767 FRAME: 0865
REEL: 047502 FRAME: 0132

RECORDED: 11/14/2018