

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
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EPAS ID: PAT5285055

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
GARETH ROSS	12/14/2018
MICHAL KNAS	12/14/2018
JIBY JOHN	12/13/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY
<b>Street Address:</b>	1295 STATE STREET
<b>City:</b>	SPRINGFIELD
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	01111-0001
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	16221001
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)876-7934
<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>	2024086470
<b>Email:</b>	SG.Sophir.AllOthers@dentons.com
<b>Correspondent Name:</b>	DENTONS US LLP (SOPHIR-ALL OTHERS) ATTN:
<b>Address Line 1:</b>	P.O. BOX 061080
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60606-1080
<b>ATTORNEY DOCKET NUMBER:</b>	MML-LABS-008D-US-CON-CIP
<b>NAME OF SUBMITTER:</b>	ERIC SOPHIR
<b>SIGNATURE:</b>	/Eric Sophir, Reg. No. 48,499/
<b>DATE SIGNED:</b>	12/14/2018
<b>Total Attachments: 2</b>	
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**ASSIGNMENT**

WHEREAS Gareth ROSS, Michal KNAS, and Jiby JOHN (referred to as “ASSIGNOR”) has/have invented certain new and useful improvements in an invention entitled

**SYSTEMS AND METHODS FOR PRESENTING CONTENT BASED ON USER BEHAVIOR,**

- for which a utility application for a United States Patent was filed with the United States Patent and Trademark Office on \_\_\_\_\_, Serial Number \_\_\_\_\_; and
- for which an application for a United States Patent is being submitted to the United States Patent and Trademark Office herewith; and

WHEREAS, MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY, 1295 State Street, Springfield, Massachusetts 01111-0001, (hereinafter referred to as the “ASSIGNEE”), is desirous of acquiring the entire right, title and interest in and to said invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells and transfers to said ASSIGNEE, and to ASSIGNEE’S successors and assigns, ASSIGNOR’S entire right, title and interest in and to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any patent application claiming priority to the application, or any continuation, division, continuation-in-part, reexamination, renewal, substitute, extension or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted; and authorize and request the Commissioner of Patents of the United States and any official of any foreign country whose duty it is to issue patents or legal equivalents thereto, to issue same for this invention to ASSIGNEE, its lawful successors and assigns.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to

**Docket No. MML-LABS-008D-US-CON-CIP**

ASSIGNOR and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

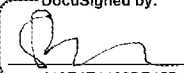
IN WITNESS WHEREOF, I/We have hereunto set hand and signed on the date indicated below:

SIGNATURE(S)

The signature(s) must correspond with the name(s) of the inventor(s) above.

INVENTOR(S)

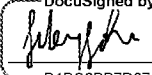
DATE SIGNED

DocuSigned by:  
  
418E4E1420BE46B...  
Gareth ROSS

12/14/2018 | 4:57 AM EST

DocuSigned by:  
  
6A626F98D9E24B1...  
Michal KNAS

12/14/2018 | 12:40 PM EST

DocuSigned by:  
  
D1BC8B7D07E420...  
Jiby JOHN

12/13/2018 | 10:09 PM EST