

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT5305157

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT	
EFFECTIVE DATE:	09/30/2018	
CONVEYING PARTY DATA		
Name		Execution Date
ACXIOM LLC		12/07/2018
RECEIVING PARTY DATA		
Name:	LIVERAMP, INC.	
Street Address:	225 BUSH STREET, 17TH FLOOR	
City:	SAN FRANCISCO	
State/Country:	CALIFORNIA	
Postal Code:	94104	
PROPERTY NUMBERS Total: 26		
Property Type	Number	
Application Number:	14478554	
Application Number:	14466875	
Application Number:	15275629	
Application Number:	16067457	
Application Number:	16076158	
Application Number:	14478502	
Application Number:	14478776	
Application Number:	14479022	
Application Number:	14478994	
Application Number:	14082751	
Application Number:	14478714	
Application Number:	14464774	
Application Number:	14464757	
Application Number:	14333578	
Application Number:	14478650	
Application Number:	14479051	
Application Number:	14642951	
Application Number:	15581203	
Application Number:	15581217	

PATENT

Property Type	Number
Application Number:	14308491
Application Number:	09469096
Application Number:	10217059
Application Number:	62730278
PCT Number:	US1854331
PCT Number:	US1762612
PCT Number:	US1821853

CORRESPONDENCE DATA

Fax Number: (501)376-9442

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.

Phone: (501) 371-0808

Email: jdougherty@wlj.com

Correspondent Name: J. CHARLES DOUGHERTY

Address Line 1: 200 W. CAPITOL AVE., SUITE 2300

Address Line 4: LITTLE ROCK, ARKANSAS 72201

NAME OF SUBMITTER:	J. CHARLES DOUGHERTY
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SIGNATURE:	/J. Charles Dougherty/
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DATE SIGNED:	01/02/2019
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Total Attachments: 7

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PATENT ASSIGNMENT

THIS PATENT ASSIGNMENT (this "Patent Assignment") from Acxiom LLC (successor entity to Acxiom Corporation), a Delaware limited liability company having an address and principal place of business at 301 East Dave Ward Drive, Conway, AR 72033 ("Assignor"), to LiveRamp, Inc., a Delaware corporation, having an address and principal place of business at 225 Bush Street, 17th Floor, San Francisco, CA 94104 ("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 by its duly authorized officer and effective as of the date first set forth above.

ASSIGNOR:

ACXIOM, LLC

By: [Signature]
Name: Shayne Smith
Title: Asst. Secretary & General Counsel

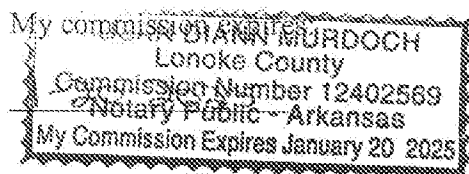
ACKNOWLEDGMENT

STATE OF Arkansas)
COUNTY OF Pulaski)ss

On this 7th day of Dec, in the year 2018, before me, Susan Dawn Murdoch a Notary Public in and for the State of Arkansas, personally appeared Shayne Smith personally known to me/or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he/she executed the same.

In witness whereof, I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

[Signature]
Notary Public



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

ASSIGNEE:

LIVERAMP, INC.

By: Catherine L. Hughes
Name: Catherine L. Hughes
Title: Secretary

ACKNOWLEDGMENT

STATE OF Arkansas)
COUNTY OF Polaski) ss

On this 5th day of December in the year 2018, before me, Marsha L. Stark, a Notary Public in and for the State of Arkansas, personally appeared Catherine L. Hughes personally known to me/or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he/she executed the same.

In witness whereof, I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

Marsha L. Stark
Notary Public

My commission expires:

8/4/2025



SCHEDULE A
ASSIGNED PATENTS

ID No.	Country	Status	App. No.	Filing Date	Patent No.	Issue Date	Title
01138	US	pending	14/478,554	09/05/14			Partner Encoding of Anonymous Links to Protect Consumer Privacy
01017	US	pending	14/466,875	08/22/14			Name Variant Extraction from Individual Handle Identifiers
01086	US	pending	15/275,629	09/26/16			System and Method for Improving Computational Efficiency of Consumer Databases Using Household Links
01097	US	pending	16/067,457				Salting Text in Database Tables, Text Files, and Data Feeds
01098	US	pending	16/076,158				Change Fingerprinting for Database Tables, Text Files, and Data Feeds
01003a	US	pending	14/478,502	09/05/14			Anonymous Links to Protect Consumer Privacy
01053	US	pending	14/478,776	09/05/14			Method and System for Tracking User Engagement on Multiple Third-Party Sites
01002	US	pending	14/479,022	09/05/14			Method for Analyzing Website Visitors Using Anonymized Behavioral Prediction Models
01001	US	pending	14/478,994	09/05/14			Method and System for Determining a Next Best Offer
01019	US	pending	14/082,751	11/18/13			Quick Audience Search and Recommendation Apparatus and Method
01052	US	issued	14/478,714	09/05/14	10,108,918	10/23/18	Method and System for Inferring Risk of Data Leakage from Third-Party Tags
01068	US	issued	14/464,774	08/21/14	9,529,827	12/27/16	Change Value Database System and Method

01025	US	issued	14/464,757	08/21/14	9,535,933	01/03/17	System and Method for Representing Change Values
01022	US	issued	14/333,578	07/17/14	9,594,742	03/14/17	Method and Apparatus for Matching Misspellings Caused by Phonetic Variations
01003c	US	issued	14/478,650	09/05/14	9,665,883	05/30/17	Apparatus and Method for Bringing Offline Data Online While Protecting Consumer Privacy
01004	US	issued	14/479,051	09/05/14	9,672,469	06/06/17	Apparatus and Method to Increase Accuracy in Individual Attributes Derived from Anonymous Aggregate Data
01073	US	issued	14/642,951	03/10/15	9,768,959	09/19/17	Computer Security System and Method to Protect Against Keystroke Logging
01003c	US	issued	15/581,203	04/28/17	9,917,691	03/13/18	Apparatus and Method to Bring Offline Data Online While Protecting Consumer Privacy
01003c	US	issued	15/581,217	04/28/17	9,916,604	03/13/18	Apparatus and Method to Bring Offline Data Online While Protecting Consumer Privacy
01057	US	issued	14/308,491	06/18/14	10,055,747	08/21/18	Consumer Portal
01087	US	issued	09/469,096	12/21/99	6,523,041	02/18/03	Data Linking System and Method Using Tokens
01087	US	issued	10/217,059	08/12/02	6,766,327	07/20/04	Data Linking System and Method Using Encoded Links
00193	US	pending	62/730,278	09/12/18			Consent Provenance and Compliance Tracking over a Complex Consumer Data Supply Chain Using Blockchain Distributed Ledger
00186	WIPO	pending	US18/54331	10/04/18			Search Term Extraction and Optimization from Natural Language Text Files
01109	WIPO	pending	US17/62612	11/20/17			Mixed Data Fingerprinting with Principal Components Analysis

00158	WIPO	pending	US18/21853	03/09/18			System and Method for Identifying Leaked Data and Assigning Guilt to a Suspected Leaker
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