505297200 01/25/2019

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT5343977

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|--------------------|----------------|
| MICHAEL GALLO | 03/12/2013 |
| JASPAL SINGH KANG | 03/12/2013 |
| CRAIG ROBIN PIGOTT | 03/12/2013 |

RECEIVING PARTY DATA

| Name: | INNOVATIVE TARGETING SOLUTIONS INC. | |
|-----------------|-------------------------------------|--|
| Street Address: | 309-4475 WAYBURNE DRIVE | |
| City: | BURNABY, BRITISH COLUMBIA | |
| State/Country: | CANADA | |
| Postal Code: | V5G 4X4 | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 16256507 |

CORRESPONDENCE DATA

Fax Number: (314)667-3633

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: 314-552-6000

Email: ipdocket@thompsoncoburn.com

Correspondent Name: THOMPSON COBURN LLP/CHARLES P. ROMANO

Address Line 1: ONE US BANK PLAZA

Address Line 4: ST. LOUIS, MISSOURI 63101

| ATTORNEY DOCKET NUMBER: | 58143-181864 | |
|-------------------------|---------------------|--|
| NAME OF SUBMITTER: | CHARLES P. ROMANO | |
| SIGNATURE: | /Charles P. Romano/ | |
| DATE SIGNED: | 01/25/2019 | |

Total Attachments: 4

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> PATENT REEL: 048140 FRAME: 0254

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ASSIGNMENT - WORLDWIDE

WHEREAS, Innovative Targeting Solutions Inc. (hereinafter referred to as "ASSIGNEE") having a place of business at 309 - 4475 Wayburne Drive, Burnaby, British Columbia, V5G 4X4, Canada, is desirous of acquiring and having assigned to it the full right, title and interest in and to the Invention and in and to any Letters Patent that may be granted therefor in any and all countries and jurisdictions; and

WHEREAS WE have agreed to make such assignment;

NOW, THEREFORE, in consideration of the foregoing premises, and of the sum of one dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, WE, hereby sell, assign and transfer absolutely to the ASSIGNEE the full and exclusive right, title and interest in and to: (a) the Invention worldwide; (b) any and all patent applications for the Invention in all countries and jurisdictions and under all conventions and treaties, including the right to claim for any and all applications any priority rights to which such applications are entitled under conventions, treaties or otherwise, and all divisions, extensions, continuations, continuations-in-part, provisionals, non-provisionals, substitutions and renewals thereof; (c) all Letters Patent which may be granted therefor in any and all countries and jurisdictions, and any renewals, reissues, re-examinations or extensions of the Letters Patent, and (d) the exclusive right to bring or participate in any proceeding for past infringement or any other actionable right under all of the foregoing and to receive all remedies that arise therefrom, to the end of the term for which the Letters Patent may be granted, as fully and entirely as the same would have been held by us had this Assignment not been made.

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PATENT REEL: 048140 FRAME: 0255 WE hereby authorize and request the patent offices in all countries and jurisdictions to issue any and all of the Letters Patent, when granted to the ASSIGNEE.

Further, WE agree that WE will communicate to the ASSIGNEE or its representatives any facts known to us respecting the Invention, and testify in any legal proceeding, sign all lawful papers, execute all papers relating to all patent applications including all divisionals, continuations, continuations-in-part, extensions, renewals, provisionals, non-provisionals or substitutes thereof, and the Letters Patent including any renewal, re-examination, extension and reissue thereof, execute all necessary assignment papers to cause any and all of the Letters Patent to be issued to the ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid the ASSIGNEE, its successors and assigns, to obtain and enforce proper protection for the Invention in any and all countries and jurisdictions.

The undersigned hereby authorizes the firm of Gowling Lafleur Henderson LLP to correct errors in this assignment or to insert any further identification or other information necessary or desirable to make this Assignment suitable for recordal in any country.

| EXECUTED at 387-4475 Was | where Or burnaby &C, this 12 |
|-------------------------------|------------------------------|
| day of <u>Marua</u> , 2013. (| |
| Witness | Inventor: |
| 4-1 | Michael Halle |
| Print Name: Abby Lih | Michael GALLO |

| day of <u>March</u> , 2013. | ne or larmby BC, this 12 | _ |
|--|--------------------------------|----------|
| Witness: | Inventor: | |
| A | 1/2/ | |
| Print Name: Abby Lih | Jaspal Singh KANG | |
| EXECUTED at <u>3%7- 4475 Way</u> day of <u>May day</u> , 2013. | burne Dr. Burnaloy BC, this 12 | L |
| Witness: | Inventor | |
| An | PAI | |
| Print Name: Abby Un | Craig Robin PIGOTT | - |

ACKNOWLEDGMENT OF ASSIGNMENT

Acknowledgement of Receipt of Assignment by Innovative Targeting Solutions Inc.

By: Michael Gallo

Title: President

Date: Mirch 12, 2013

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PATENT REEL: 048140 FRAME: 0258

RECORDED: 01/25/2019