

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5355829

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
OLIVIER KOCH	04/14/2016
PIERRE-EMMANUEL MAZARÉ	04/14/2016
ROMAIN LERALLUT	04/15/2016
DAN TEODOSIU	04/18/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CRITEO SA
<b>Street Address:</b>	32 RUE BLANCHE
<b>City:</b>	PARIS
<b>State/Country:</b>	FRANCE
<b>Postal Code:</b>	75009
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	15087714
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(617)526-9899
<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>	(617) 526-9706
<b>Email:</b>	shynes@proskauer.com
<b>Correspondent Name:</b>	PROSKAUER ROSE LLP
<b>Address Line 1:</b>	ONE INTERNATIONAL PLACE
<b>Address Line 4:</b>	BOSTON, MASSACHUSETTS 02110
<b>ATTORNEY DOCKET NUMBER:</b>	CTO-011
<b>NAME OF SUBMITTER:</b>	PATRICK J. NIEDERMEIER
<b>SIGNATURE:</b>	/Patrick J. Niedermeier #64,946/
<b>DATE SIGNED:</b>	02/01/2019
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 8</b>	
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS: Koch et al. CONFIRMATION NO.: 1307  
APPLICATION NO.: 15/087714 FILING DATE: March 31, 2016  
TITLE: BLACKLISTING BASED ON IMAGE FEATURE ANALYSIS AND  
COLLABORATIVE FILTERING

DECLARATION PURSUANT TO 37 C.F.R. § 1.63 AND ASSIGNMENT

I. DECLARATION

As the below named inventor, I hereby make the following declarations with respect to the above-identified patent application attached hereto:

The above-identified application was made or authorized to be made by me;

I believe that I am the original inventor or an original joint inventor of a claimed invention in the above-identified application;

I hereby state that I have reviewed and understand the contents of the above-identified application, including the claims;

I acknowledge the duty to disclose to the Patent Office all information known by me to be material to patentability as defined in 37 C.F.R. § 1.56, including for continuation-in-part applications, material information known by me which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application; and

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. § 1001 by fine or imprisonment of not more than five (5) years, or both.

II. ASSIGNMENT

WHEREAS, I, Olivier Koch, have invented, solely or jointly, one or more inventions described in the above-identified patent application for letters patent; and

WHEREAS, Criteo SA (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of France, and having a usual place of business at 32 Rue Blanche, 75009 Paris, France, desires to acquire an interest therein, in accordance with agreements duly entered into with me.

NOW, THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns, and legal representatives, my entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to the invention(s) described in said application, together with my entire right, title and interest in and to said application and such letters patent as may issue thereon or claim priority under United States law or international convention, including but not limited to non-provisionals, continuations, divisionals, reissues, reexaminations, extensions, and substitutions of said application or such letters patent, and any right, title and interest I may have in provisional applications to which said application claims priority; said invention(s), applications and letters patent to be held and enjoyed by said ASSIGNEE for its own

use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held by me had this assignment and sale not been made. I hereby convey all of my rights arising under or pursuant to any and all United States laws and international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for letters patent, including but not limited to any cause(s) of action and damages accruing prior to this assignment. I hereby acknowledge that this assignment, being of my entire right, title and interest in and to said invention(s), carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all letters patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all letters patent to ASSIGNEE in its own name as assignee of my entire right, title and interest therein.

I hereby further agree for myself and my executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the aforesaid invention(s) to said ASSIGNEE, its successors, assigns, and legal representatives, but at its or their expense and charges, including the execution of non-provisional, substitution, continuation, divisional, reissue, reexamination, or corresponding foreign or international patent applications.

I hereby further agree to provide statements or testimony in any interference or other proceeding in which said invention(s) or any application or patent directed thereto may be involved.

I hereby authorize and request the Director of the United States Patent and Trademark Office to issue such letters patent as shall be granted upon said application, or applications based thereon, to said ASSIGNEE, its successors, assigns, or legal representatives.

### III. SIGNATURE BLOCK

*IN TESTIMONY WHEREOF*, I have hereunto set my hand-and affixed my seal on the date set forth below.

*April 14, 2016*

Inventor:

*[Signature]*  
Olivier Koch

### NOTARIZATION

On this \_\_\_\_ day of \_\_\_\_\_, 2016 before me, the undersigned notary public, personally appeared Olivier Koch, proved to me through satisfactory evidence of identification, which were \_\_\_\_\_, to be the person whose name is signed on the preceding or attached document in my presence.

Notary Public

My Commission Expires: \_\_\_\_\_

### WITNESS

Witness Signature:

Witness Name:

Witness Date:

*[Signature]*  
*Simon Dollé*  
*April 14<sup>th</sup>, 2016*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: Koch et al. CONFIRMATION NO.: 1307  
APPLICATION NO.: 15/087,714 FILING DATE: March 31, 2016  
TITLE: BLACKLISTING BASED ON IMAGE FEATURE ANALYSIS AND  
COLLABORATIVE FILTERING

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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. § 1001 by fine or imprisonment of not more than five (5) years, or both.

**II. ASSIGNMENT**

WHEREAS, I, Pierre-Emmanuel Mazaré, have invented, solely or jointly, one or more inventions described in the above-identified patent application for letters patent; and

WHEREAS, Criteo SA (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of France, and having a usual place of business at 32 Rue Blanche, 75009 Paris, France, desires to acquire an interest therein, in accordance with agreements duly entered into with me.

NOW, THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns, and legal representatives, my entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to the invention(s) described in said application, together with my entire right, title and interest in and to said application and such letters patent as may issue thereon or claim priority under United States law or international convention, including but not limited to non-provisionals, continuations, divisionals, reissues, reexaminations, extensions, and substitutions of said application or such letters patent, and any right, title and interest I may have in provisional applications to which said application claims priority; said invention(s), applications and letters patent to be held and enjoyed by said ASSIGNEE for its own

use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held by me had this assignment and sale not been made. I hereby convey all of my rights arising under or pursuant to any and all United States laws and international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for letters patent, including but not limited to any cause(s) of action and damages accruing prior to this assignment. I hereby acknowledge that this assignment, being of my entire right, title and interest in and to said invention(s), carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all letters patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all letters patent to ASSIGNEE in its own name as assignee of my entire right, title and interest therein.

I hereby further agree for myself and my executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the aforesaid invention(s) to said ASSIGNEE, its successors, assigns, and legal representatives, but at its or their expense and charges, including the execution of non-provisional, substitution, continuation, divisional, reissue, reexamination, or corresponding foreign or international patent applications.

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### III. SIGNATURE BLOCK

*IN TESTIMONY WHEREOF*, I have hereunto set my hand-and affixed my seal on the date set forth below.

Apr 14<sup>th</sup>, 2016

Inventor:

  
Pierre-Emmanuel Mazaré

### NOTARIZATION

On this \_\_\_\_ day of \_\_\_\_\_, 2016 before me, the undersigned notary public, personally appeared Pierre-Emmanuel Mazaré, proved to me through satisfactory evidence of identification, which were \_\_\_\_\_, to be the person whose name is signed on the preceding or attached document in my presence.

Notary Public

My Commission Expires: \_\_\_\_\_

### WITNESS

Witness Signature:



Witness Name:

Simon Dollé

Witness Date:

April 14<sup>th</sup>, 2016

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: Koch et al. CONFIRMATION NO.: 1307  
APPLICATION NO.: 15/087,714 FILING DATE: March 31, 2016  
TITLE: BLACKLISTING BASED ON IMAGE FEATURE ANALYSIS AND  
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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. § 1001 by fine or imprisonment of not more than five (5) years, or both.

**II. ASSIGNMENT**

WHEREAS, I, Romain Lerallut, have invented, solely or jointly, one or more inventions described in the above-identified patent application for letters patent; and

WHEREAS, Criteo SA (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of France, and having a usual place of business at 32 Rue Blanche, 75009 Paris, France, desires to acquire an interest therein, in accordance with agreements duly entered into with me.

NOW, THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns, and legal representatives, my entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to the invention(s) described in said application, together with my entire right, title and interest in and to said application and such letters patent as may issue thereon or claim priority under United States law or international convention, including but not limited to non-provisionals, continuations, divisionals, reissues, reexaminations, extensions, and substitutions of said application or such letters patent, and any right, title and interest I may have in provisional applications to which said application claims priority; said invention(s), applications and letters patent to be held and enjoyed by said ASSIGNEE for its own

use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held by me had this assignment and sale not been made. I hereby convey all of my rights arising under or pursuant to any and all United States laws and international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for letters patent, including but not limited to any cause(s) of action and damages accruing prior to this assignment. I hereby acknowledge that this assignment, being of my entire right, title and interest in and to said invention(s), carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all letters patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all letters patent to ASSIGNEE in its own name as assignee of my entire right, title and interest therein.

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I hereby further agree to provide statements or testimony in any interference or other proceeding in which said invention(s) or any application or patent directed thereto may be involved.

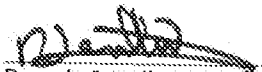
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### III. SIGNATURE BLOCK

*IN TESTIMONY WHEREOF*, I have hereunto set my hand-and affixed my seal on the date set forth below.

April 15<sup>th</sup> 2016

Inventor:

  
Romain Lerallut

### NOTARIZATION

On this \_\_\_\_ day of \_\_\_\_\_, 2016 before me, the undersigned notary public, personally appeared Romain Lerallut, proved to me through satisfactory evidence of identification, which were \_\_\_\_\_, to be the person whose name is signed on the preceding or attached document in my presence.

Notary Public

My Commission Expires: \_\_\_\_\_

### WITNESS

Witness Signature:



Witness Name:

Simon Dalle

Witness Date:

April 15<sup>th</sup> 2016



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS: Koch et al. CONFIRMATION NO.: 1307  
APPLICATION NO.: 15/087,714 FILING DATE: March 31, 2016  
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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. § 1001 by fine or imprisonment of not more than five (5) years, or both.

II. ASSIGNMENT

WHEREAS, I, Dan Teodosiu, have invented, solely or jointly, one or more inventions described in the above-identified patent application for letters patent; and

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use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held by me had this assignment and sale not been made. I hereby convey all of my rights arising under or pursuant to any and all United States laws and international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for letters patent, including but not limited to any cause(s) of action and damages accruing prior to this assignment. I hereby acknowledge that this assignment, being of my entire right, title and interest in and to said invention(s), carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all letters patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all letters patent to ASSIGNEE in its own name as assignee of my entire right, title and interest therein.

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Inventor: Dan Teodosiu  
Dan Teodosiu

### NOTARIZATION

On this \_\_\_\_ day of \_\_\_\_\_, 2016 before me, the undersigned notary public, personally appeared Dan Teodosiu, proved to me through satisfactory evidence of identification, which were \_\_\_\_\_, to be the person whose name is signed on the preceding or attached document in my presence.

Notary Public  
My Commission Expires: \_\_\_\_\_

### WITNESS

Witness Signature: Simon Dolle

Witness Name: Simon Dolle

Witness Date: April 18<sup>th</sup>, 2016