

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5382601

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ALEXANDER R. HOOD	09/01/2015
JASON LOPATECKI	08/25/2015
JUSTIN K. SUNG	08/25/2015
GREG COLLISON	08/21/2015
DAVID INNES-GAWN	09/04/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	TUBEMOGUL, INC.
<b>Street Address:</b>	1250 53RD STREET, SUITE 1
<b>City:</b>	EMERYVILLE
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94608
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	16279741
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	801-203-3546
<b>Email:</b>	tmeid@kjpip.com
<b>Correspondent Name:</b>	RYAN E. KELLER
<b>Address Line 1:</b>	1010 NORTH 500 EAST, SUITE 210
<b>Address Line 4:</b>	NORTH SALT LAKE, UTAH 84054
<b>ATTORNEY DOCKET NUMBER:</b>	20030.727.2.1 1OF3
<b>NAME OF SUBMITTER:</b>	RYAN E. KELLER
<b>SIGNATURE:</b>	/Ryan E. Keller/
<b>DATE SIGNED:</b>	02/19/2019
<b>Total Attachments: 4</b>	
source=727.2.1 190219 Assignment 1of3#page1.tif	

source=727.2.1 190219 Assignment 1 of 3#page2.tif

source=727.2.1 190219 Assignment 1 of 3#page3.tif

source=727.2.1 190219 Assignment 1 of 3#page4.tif

## **ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, the below-named inventors:

**Alexander R. Hood; Jason Lopatecki; Justin K. Sung; Greg Collison; David Innes-Gawn**

hereby sell, assign, and transfer to

**TubeMogul, Inc.**

a Corporation of Delaware, having a principal place of business at 1250 53rd Street, Suite 1, Emeryville, California 94608 United States ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which for the non-provisional application may have a declaration executed by the undersigned prior hereto or concurrently herewith and which application (provisional or non-provisional) is entitled

### **Systems and Methods for Planning, Executing, and Reporting a Strategic Advertising Campaign for Television**

said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

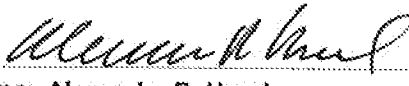
United States Patent Application Number 14/716,774 filed May 19, 2015

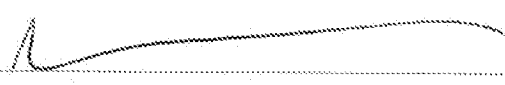
and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application,

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or legal representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

9/1/15   
Date Name: Alexander R. Hood

8/25/15   
Date Name: Jason Lopatecki

  
Date Name: Justin K. Sung

8/21/15   
Date Name: Greg Collison

Date Name: David Innes-Gawn

Date Name:

Date Name:

Date Name:

Date Name:

Date Name:

Date Name:

Date Name:

## **ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, the below-named inventors:

**Alexander R. Hood; Jason Lopatecki; Justin K. Sung; Greg Collison; David Innes-Gawn**

hereby sell, assign, and transfer to

**TubeMogul, Inc.**

a Corporation of Delaware, having a principal place of business at 1250 53rd Street, Suite 1, Emeryville, California 94608 United States ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which for the non-provisional application may have a declaration executed by the undersigned prior hereto or concurrently herewith and which application (provisional or non-provisional) is entitled

### **Systems and Methods for Planning, Executing, and Reporting a Strategic Advertising Campaign for Television**

said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

United States Patent Application Number 14/716,774 filed May 19, 2015

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements, and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof, and generally assist said Assignee, its successors, assigns, or legal representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

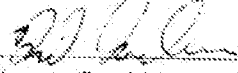
**Each Inventor: Please Sign and Date Below:**

Date \_\_\_\_\_ Name: **Alexander R. Hood**

Date \_\_\_\_\_ Name: **Jason Lopatecki**

Date \_\_\_\_\_ Name: **Justin K. Sung**

Date \_\_\_\_\_ Name: **Greg Collison**

9-4-2015  
Date \_\_\_\_\_   
Name: **David Innes-Gawn**

Date \_\_\_\_\_ Name: \_\_\_\_\_

Date \_\_\_\_\_ Name: \_\_\_\_\_

Date \_\_\_\_\_ Name: \_\_\_\_\_

Date \_\_\_\_\_ Name: \_\_\_\_\_

Date \_\_\_\_\_ Name: \_\_\_\_\_

Date \_\_\_\_\_ Name: \_\_\_\_\_

Date \_\_\_\_\_ Name: \_\_\_\_\_