

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5391976

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JAMES ARNOLD	02/13/2019
JOSHUA LANG	02/15/2019
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	LIVERAMP, INC.
<b>Street Address:</b>	225 BUSH STREET, 17TH FLOOR
<b>City:</b>	SAN FRANCISCO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94104
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	16284770
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(501)376-9442
<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>	(501) 371-0808
<b>Email:</b>	jdougherty@wlj.com
<b>Correspondent Name:</b>	J. CHARLES DOUGHERTY
<b>Address Line 1:</b>	200 W. CAPITOL AVE., SUITE 2300
<b>Address Line 4:</b>	LITTLE ROCK, ARKANSAS 72201
<b>ATTORNEY DOCKET NUMBER:</b>	RAMP-00202
<b>NAME OF SUBMITTER:</b>	J. CHARLES DOUGHERTY
<b>SIGNATURE:</b>	/J. Charles Dougherty/
<b>DATE SIGNED:</b>	02/25/2019
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 7</b>	
source=RAMP-00202_decl_assign#page1.tif	
source=RAMP-00202_decl_assign#page2.tif	
source=RAMP-00202_decl_assign#page3.tif	
source=RAMP-00202_decl_assign#page4.tif	

source=RAMP-00202\_decl\_assign#page5.tif

source=RAMP-00202\_decl\_assign#page6.tif

source=RAMP-00202\_decl\_assign#page7.tif

**PATENT**

**REEL: 048430 FRAME: 0557**

**DECLARATION AND ASSIGNMENT**

As a below named inventor, I hereby declare that:

This declaration and assignment is directed to the US patent application filed herewith, as follows:

Title: Reducing Duplicate Data  
Docket No.: RAMP-00202

Inventor(s)	Address
James Arnold	9 Sutter Ct. Tiburon, CA 94920 US
Joshua Long	62 Oakwood Street Apt 3 San Francisco, CA 94110 US

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

I authorize attorney J. Charles Dougherty, PTO Bar No. 41715, to fill in the serial number and filing date of the application when known:

Serial No.: 16/284,770

Filing Date: 25 February 2019

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application, including the claims.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations §1.56.

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.

I, the "Assignor," have invented certain new and useful improvements in an invention set forth in the patent application with the title, serial number, and filing date set forth above. LiveRamp Inc., a Delaware corporation having an address and place of business at 225 Bush Street, 17<sup>th</sup> Floor, San Francisco, CA 94104, the "Assignee," is desirous of acquiring the entire right, title and interest in said invention, in said application, and in any Letters Patent or Patents, in any country, to be obtained therefrom.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above mentioned invention, application, and any and all Letters Patent or Patents in all countries which may be granted therefor and thereon, including all rights to claim priority, and in and to any and all divisions, continuations, and continuations-in-part of said application, or reissues or re-examinations of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit, and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

And for the same consideration, Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be entered into which would conflict with this assignment.

And for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will, whenever counsel of Assignee, or the counsel of its successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, but at the cost and expense of Assignee, its successors, legal representatives and assigns.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

SIGNED this 13 day of February, 2019.

James Arnold  
James Arnold

ACKNOWLEDGMENT

STATE OF \_\_\_\_\_ )  
 )ss  
COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_ day of \_\_\_\_\_ in the year 2019, before me, \_\_\_\_\_, a Notary Public in and for the State of \_\_\_\_\_, personally appeared the person whose name is subscribed to this instrument, 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.

My commission expires:

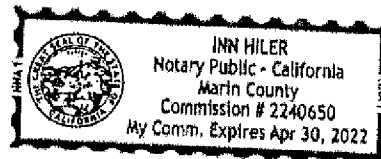
\_\_\_\_\_  
Notary Public

Acknowledged by LiveRamp, Inc.:

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

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California County of Marin )ss,  
On 2/13/2019 before me, James Arnold, Notary Public,  
personally appeared James Arnold  
who proved to me on the basis of satisfactory evidence to be the person(s) whose  
name(s) is/are subscribed to the within instrument and acknowledged to me that  
he/she/they executed the same in his/her/their authorized capacity(ies), and that by  
his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of  
which the person(s) acted, executed the instrument. I certify under PENALTY OF  
PERJURY under the laws of the State of California that the foregoing paragraph is true  
and correct. WITNESS my hand and official seal.



**DECLARATION AND ASSIGNMENT**

As a below named inventor, I hereby declare that:

This declaration and assignment is directed to the US patent application filed herewith, as follows:

Title: Reducing Duplicate Data  
Docket No.: RAMP-00202

Inventor(s)	Address
James Arnold	9 Sutter Ct. Tiburon, CA 94920 US
Joshua Lang	62 Oakwood Street Apt 3 San Francisco, CA 94110 US

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

I authorize attorney J. Charles Dougherty, PTO Bar No. 41715, to fill in the serial number and filing date of the application when known:

Serial No.: \_\_\_\_\_

Filing Date: \_\_\_\_\_

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application, including the claims.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations §1.56.

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.

I, the "Assignor," have invented certain new and useful improvements in an invention set forth in the patent application with the title, serial number, and filing date set forth above. LiveRamp Inc., a Delaware corporation having an address and place of business at 225 Bush Street, 17<sup>th</sup> Floor, San Francisco, CA 94104, the "Assignee," is desirous of acquiring the entire right, title and interest in said invention, in said application, and in any Letters Patent or Patents, in any country, to be obtained therefrom.



For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above mentioned invention, application, and any and all Letters Patent or Patents in all countries which may be granted therefor and thereon, including all rights to claim priority, and in and to any and all divisions, continuations, and continuations-in-part of said application, or reissues or re-examinations of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit, and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

And for the same consideration, Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be entered into which would conflict with this assignment.

And for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will, whenever counsel of Assignee, or the counsel of its successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, but at the cost and expense of Assignee, its successors, legal representatives and assigns.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]



SIGNED this 15 day of February, 2019.

Joshua Lang  
Joshua Lang

ACKNOWLEDGMENT

STATE OF \_\_\_\_\_ )  
 ) ss  
COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_ day of \_\_\_\_\_ in the year 2019, before me, \_\_\_\_\_, a Notary Public in and for the State of \_\_\_\_\_, personally appeared the person whose name is subscribed to this instrument, 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.

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

Acknowledged by LiveRamp, Inc.:

See Attached Notary Certificate

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



## ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California

County of SAN FRANCISCO

On FEB 15<sup>th</sup>, 2019 before me, LINDA TRAN, NOTARY PUBLIC  
(insert name and title of the officer)

personally appeared JOSEPH A. LANG  
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Signature] (Seal)



PATENT