

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT5412837

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	ADRIAN SACK	05/20/2015
<b>RECEIVING PARTY DATA</b>		
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<b>State/Country:</b>	CALIFORNIA	
<b>Postal Code:</b>	90403	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	15543482
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<b>ATTORNEY DOCKET NUMBER:</b>	660107.406USPC/439254	
<b>NAME OF SUBMITTER:</b>	FRANK ABRAMONTE	
<b>SIGNATURE:</b>	/Frank Abramonte/	
<b>DATE SIGNED:</b>	03/08/2019	
<b>Total Attachments: 3</b>		
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## ASSIGNMENT

WHEREAS, I, Adrian Sack (hereinafter referred to as ASSIGNOR), having a post office address of c/o MindsightMedia, Inc., 1137 Second Street, Suite 119, Santa Monica, California 90403, am the listed inventor/applicant of the provisional patent application entitled "DATA MINING AND INFLUENCING VIEWER SELECTIONS," as filed with the U.S. Patent and Trademark Office on January 14, 2015, and assigned Application No. 62/103,480;

WHEREAS, MindsightMedia, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Delaware having a place of business at 1137 Second Street, Suite 119, Santa Monica, California 90403, is desirous of acquiring the entire right, title and interest in and to the provisional patent application and in and to any letters patent(s) that claim the priority benefit of the provisional patent application in the United States and in any and all foreign countries;

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto said ASSIGNEE, the entire right, title and interest in and to said provisional patent application and the invention(s) disclosed therein, and any and all letters patent(s) which claim priority to said provisional application and any and all letters patent(s) which claim the invention(s) disclosed therein and which may be granted in the United States of America and its territorial possessions including any extensions or adjustments in term thereof and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States provisional application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, and including the right to sue and collect damages for past and present infringement of said letters patent(s); said invention, provisional application and all letters patent(s) on said invention or claiming priority to said provisional application to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for

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litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Date 20 MAY 2015

Adrian Sack



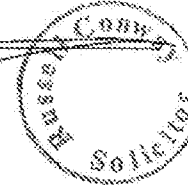
I certify that I know or have satisfactory evidence that Adrian Sack signed this instrument of his own free will as a voluntary act for the uses and purposes mentioned in the instrument.

Date 20-5-15  
(Type or Print)

Signed at Astley House, London W11 3JQ

Russell Conway  
(Type or Print Name of Witness)

  
(Signature of Witness)

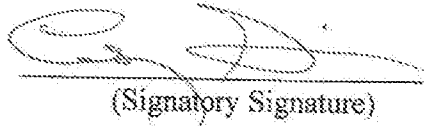


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OLIVER FISHER  
Astley House  
33 Notting Hill Gate  
London  
W11 3JQ  
Solicitors/Commissioners for Oaths

MINDSIGHTMEDIA, INC.

January 5, 2016  
Date

  
(Signatory Signature) (Assignee)

Casey Silver, CEO  
(Assignee Signatory - Printed Name, Title)

{660107.406P1}