

PATENT ASSIGNMENT COVER SHEET

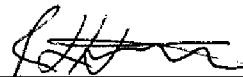
Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT5449197

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
RICHARD SMITH	10/04/2017
RECEIVING PARTY DATA	
Name:	SORENSEN MEDIA, INC.
Street Address:	25 EAST SCENIC POINTE DRIVE
Internal Address:	SUITE 100
City:	DRAPER
State/Country:	UTAH
Postal Code:	84020
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16366790
CORRESPONDENCE DATA	
Fax Number:	(312)913-0002
<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>	
Phone:	312.913.0001
Email:	martinez@mbhb.com
Correspondent Name:	GAVIN J. O'KEEFE
Address Line 1:	300 S. WACKER
Address Line 4:	CHICAGO, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	19-245-CON
NAME OF SUBMITTER:	GAVIN J. O'KEEFE
SIGNATURE:	/Gavin J. O'Keefe/
DATE SIGNED:	03/29/2019
Total Attachments: 1	
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ASSIGNMENT

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, Richard Smith residing in Cardiff, Great Britain and having a mailing address at 25 East Scenic Pointe Drive, Suite 100, Draper, Utah 84020 hereby assign to: Sorenson Media, Inc., a corporation of Delaware having a place of business at: 25 East Scenic Pointe Drive, Suite 100, Draper, Utah 84020; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest, including the right to sue for past infringement, throughout the world in the inventions and improvements which are subject of an application for *United States Patent signed by me, entitled Obtaining Viewer Demographics Through Advertisement Selections, filed October 4, 2017, and assigned U.S. Serial Number 15/725,260*, and I authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the *International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention*, and all other treaties of like purposes; and I authorize the Assignee to apply in all countries in my name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and I agree for me and my respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, *ff* assignments, Preliminary Statements and other lawful documents as the Assignee *may reasonably request to effectuate fully this assignment.*



Richard Smith