

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT5569193

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ANTOINE BARBIER	11/29/2016
GREG COLLISON	11/30/2016
ALBERT LIM	12/08/2016
NIKHIL BELSARE	11/30/2016
ALEXANDER R. HOOD	05/22/2018
RECEIVING PARTY DATA	
Name:	TUBEMOGUL, INC.
Street Address:	1250 53RD STREET, SUITE 1
City:	EMERYVILLE
State/Country:	CALIFORNIA
Postal Code:	94608
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16439523
CORRESPONDENCE DATA	
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<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>	
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ATTORNEY DOCKET NUMBER:	20030.728.1.1 1OF3
NAME OF SUBMITTER:	RYAN E. KELLER
SIGNATURE:	/Ryan E. Keller/
DATE SIGNED:	06/12/2019
Total Attachments: 2	
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ASSIGNMENT

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

Antoine Barbier; Greg Collison; Albert Lim; Nikhil Belsare; Alexander R. Hood

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

System and Method for Executing an Advertising Campaign that Incrementally Reaches Unexposed Target Viewers

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 15/282,992 filed September 30, 2016

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:

11/29/2016
Date Name: Antoine Barbier

11/30/2016
Date Name: Greg Collison

12/08/2016
Date Name: Albert Lim

11/30/2016
Date Name: Nikhil Belsare

May 22, 2018
Date Name: Alexander R. Hood
Alexander R. Hood (May 22, 2018)

Date Name:

Date Name:

Date Name:

Date Name:

Date Name:

Date Name:

Date Name: