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| PATENT ASSIGNMENT COVER SHEET |
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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| GINO KNODEL | 06/17/2019 |
| SOPHIA EMMA NINA COLLET | 06/20/2019 |
| CHEN HUANG | 06/20/2019 |
| ZAHY NADIM KARAM | 06/20/2019 |
| BRYAN ESTES | 06/20/2019 |
| MAX SOLOMON BENNETT | 06/20/2019 |
| RECEIVING PARTY DATA | |
| Name: | BLUECORE, INC. |
| Street Address: | 116 NASSAU STREET, 7TH FLOOR |
| City: | NEW YORK |
| State/Country: | NEW YORK |
| Postal Code: | 10038 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 16448419 |
| CORRESPONDENCE DATA | |
| Fax Number: | (650)812-3444 |
| <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: | 650-812-3400 |
| Email: | agraham@carrferrell.com, patdocket@carrferrell.com |
| Correspondent Name: | JAMES W. DRAPINSKI |
| Address Line 1: | CARR & FERRELL LLP |
| Address Line 2: | 120 CONSTITUTION DRIVE |
| Address Line 4: | MENLO PARK, CALIFORNIA 94025 |
| ATTORNEY DOCKET NUMBER: | PA9124US |
| NAME OF SUBMITTER: | ANDREW GRAHAM |
| SIGNATURE: | /Andrew Graham/ |
| DATE SIGNED: | 06/28/2019 |

Total Attachments: 5

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned, **Gino Knodel, Sophia Emma Nina Collet, Chen Huang, Zahi Nadim Karam, Bryan Estes, Stephen Papa, and Max Solomon Bennett**, do hereby sell, assign, and transfer to **Bluecore, Inc.**, a corporation with offices at **116 Nassau Street, 7th Floor, New York, New York 10038, 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 improvements which are disclosed in United States patent application number 16/448,419 filed June 21, 2019 and entitled:

"Automatic Frequency Capping"

and in and to said application and all utility, divisional, continuing, substitute, renewal, reissue, and all other patent applications which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States patent application; and

Agree that said Assignee may apply for and receive patents for said 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 divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives,

all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said 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.

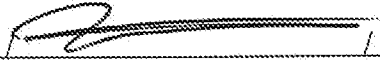
We hereby authorize and request Carr & Ferrell *LLP*, to insert the filing date and application number of this application upon allocation of this information by the United States Patent and Trademark Office.

Date: _____ Name: _____
Gino Knodel

Date: 06/20/2013 Name: _____
Sophia Emma Nina Collet

Date: 6/20/2013 Name: _____
Chen Huang

Date: 06/20/19

Name: 
Zahi Nadim Karam

Date: _____

Name: _____
Bryan Estes

Date: 06/20/19

Name: 
Max Solomon Bennett

