## 505594434 07/29/2019

# PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT5641235

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

#### **CONVEYING PARTY DATA**

Name	Execution Date
GIL BEYDA	03/30/2005
KRISHNA BALASUBRAMANIAN	03/30/2005
DONALD J. LOCKER	03/31/2005
KEVIN M. MCDONALD	03/30/2005
JOSEPH G. WILSON	03/02/2005
DAVID R. MORGAN	03/31/2005
ALISON P. LOWRY	03/30/2005

## **RECEIVING PARTY DATA**

Name:	TACODA SYSTEMS, INC.
Street Address:	345 SEVENTH AVE.
Internal Address:	8TH FLOOR
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10001

## **PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	16251673

#### **CORRESPONDENCE DATA**

**Fax Number:** (202)450-5538

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.

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Correspondent Name: BOOKOFF MCANDREWS, PLLC

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Address Line 2: SUITE 400

Address Line 4: WASHINGTON, D.C. 20006

ATTORNEY DOCKET NUMBER:	00008-0038-02000
NAME OF SUBMITTER:	RANDAL K. WHITEHEAD
SIGNATURE:	/ Randal K. Whitehead /

PATENT 505594434 REEL: 049889 FRAME: 0912

DATE SIGNED:	07/29/2019	
Total Attachments: 6		
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PATENT REEL: 049889 FRAME: 0913

### ASSIGNMENT

WHEREAS, we, Gil Beyda, Krishna Balasubramanian, Donald J. Locker, Kevin M. McDonald, Joseph G. Wilson, David R. Morgan, and Alison P. Lowry, (hereinafter referred to as ("ASSIGNORS"), are the inventors of the invention in AUDIENCE MATCHING NETWORK WITH PERFORMANCE FACTORING AND REVENUE ALLOCATION, for which we have executed an application for a Patent of the United States, which was filed on December 17, 2004, as application no. 11/014,248.

WHEREAS, TACODA SYSTEMS, INC., a company having a place of business at 345 Seventh Ave., 8th Floor, New York, NY 10001, (hereinafter referred to as "ASSIGNEE"), is desirous of obtaining the worldwide right, title, and interest in and to: (a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all utility, divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), (c) and (d) above; and (e) all right of priority in the APPLICATION, together with all rights to recover damages for infringement of provisional rights.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof;

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith;

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention.

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personally appeared GIL BEYDA, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Docket No. 54820-00618

Notary

COMMONWEALTH OF PENNSYLVANIA

Notarial Seal Bruce A. Gohen; Notary Public Abinoton Twp., Montgomery County My Commission Expires July 29, 2008

Member, Pennsylvania Association Of Notaries

**PATENT** 

REEL: 049899 FRAME: 0964

Re: Title: Audience Matching Network With Performa	nce Factoring and	l Revenue Allocation		
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Title of Document: ASSIGNMENT

**PATENT** REEL: 049889 FRAME: 0465

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Name and Signature  DONALD J. LOCKER  State of	Date of Signature

PATENT REEL: 049899 FRAME: 0466

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Title of Document: ASSIGNMENT

**PATENT** REEL: 049889 FRAME: 0868

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Notarial Sest Bruce A. Cohen; Notary Public Abington Twp., Montgomery County My Commission Expires July 29, 2008 Member, Pennsylvania Association Of Notaries REEL: 049889 FRAME: 0469

RECORDED: 07/29/2019

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