

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5664331

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
SEQUENCE:	3	
CONVEYING PARTY DATA		
	Name	Execution Date
	DEMAND MEDIA, INC.	02/24/2015
RECEIVING PARTY DATA		
Name:	SPRINKLR, INC.	
Street Address:	29 WEST 35TH STREET, 8TH FLOOR	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10001	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	16017649
CORRESPONDENCE DATA		
Fax Number:	(415)707-2010	
<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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Email:	Wardadm@gtlaw.com	
Correspondent Name:	TIFFANY WEEKS	
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Address Line 4:	CHICAGO, ILLINOIS 60601	
ATTORNEY DOCKET NUMBER:	159736-200103/US	
NAME OF SUBMITTER:	TIFFANY WEEKS	
SIGNATURE:	/Tiffany Weeks/	
DATE SIGNED:	08/12/2019	
Total Attachments: 5		
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source=159736-200102_DM to Sprinklr Assignment 3 of 3 (Executed)#page4.tif		

PATENT ASSIGNMENT

THIS PATENT ASSIGNMENT (this "Assignment") is made and delivered as of February 24, 2015 (the "Effective Date") by DEMAND MEDIA, INC., a Delaware corporation (the "Assignor"), for the benefit of SPRINKLR, INC., a Delaware corporation (the "Assignee"). All capitalized terms used herein but not otherwise defined shall have the respective meanings given them in the Agreement (as defined below).

WHEREAS, Assignor, Pluck UK Limited, Demand Media (Netherlands) B.V., Assignee and Sprinklr UK Ltd (solely for purposes of certain sections thereof) have entered into a certain Asset Purchase Agreement, dated as of February 18, 2015 (the "Agreement");

WHEREAS, Assignor owns all right, title and interest in, to and under the patents and/or patent applications listed on Schedule A (hereinafter, collectively, the "Inventions"); and

WHEREAS, pursuant to the Agreement, Assignee is desirous of obtaining from Assignor, and Assignor wishes to transfer and assign to Assignee, all right, title and interest in and to said Inventions.

NOW, THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration the receipt and adequacy of which is hereby freely acknowledged, and intending to be legally bound, Assignor does hereby irrevocably sell, assign and transfer unto said Assignee, its successors, assigns and legal representatives, Assignor's entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said Inventions including, without limitation, any United States patent application(s), provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on the Inventions, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said Inventions, in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said Inventions or any part(s) thereof, and in and to any right to claim priority to any of the aforesaid patents and/or patent applications, any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to the Inventions, and the right to sue for past infringements and unauthorized uses of the Inventions;

AND ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Inventions;

AND ASSIGNOR hereby acknowledges and agrees that effective as of the date hereof, the Assignee shall become the exclusive owner of the Inventions;

AND ASSIGNOR hereby agrees for itself and any successors or assigns to execute without further consideration any further documents and instruments which may be reasonably necessary, lawful and proper in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings,

00023431-2

or other applications for patents of any region or country, that may be reasonably necessary to secure to Assignee its interest and title in and to said Inventions or any part(s) thereof, and in and to said several patents or any of them;

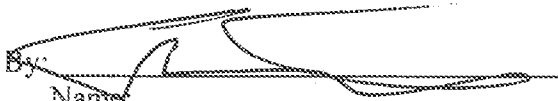
AND ASSIGNOR hereby acknowledges that: (a) the representations, warranties, covenants, agreements and indemnities contained in the Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein, and (b) in the event of any conflict or inconsistency between the terms of the Agreement and the terms hereof, the terms of the Agreement shall govern.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed and delivered as of the date first written above.

DEMAND MEDIA, INC.

Date: February 24, 2015

By: 
Name: _____
Title: _____

SPRINKLR, INC.

Date: February _____, 2015

By: _____
Name: _____
Title: _____

[Signature page to Patent Assignment]

00023431-2

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed and delivered as of the date first written above.


DEMAND MEDIA, INC.

Date: February __, 2015

By: _____
Name:
Title:

SPRINKLR, INC.

Date: February 24, 2015

By:  _____
Name: CHRIS LYNCH
Title: CFO

[Signature page to Patent Assignment]

00023431-2

SCHEDULE A

Inventions

PLUCK PATENTS:

Non Pro Docket No.	Corresponding Non Pro	Non Pro Filing Date	Non Pro Status	Domestic Priority	Foreign Priority
104128-213601/US	10/578,415	5/5/2006	Granted, Pat. No. 7,716,371	60/563,615 filed on 4/20/04 60/563,705 filed on 4/20/04 60/563,713 filed on 4/20/04 60/563,706 filed on 4/20/04 60/563,719 filed on 4/20/04	PCT/US2005/13068 filed on 4/18/05
104128-213401/US	10/578,606	5/5/2006	Granted, Pat. No. 8,886,704*	60/563,615 filed on 4/20/04 60/563,705 filed on 4/20/04 60/563,713 filed on 4/20/04 60/563,706 filed on 4/20/04 60/563,719 filed on 4/20/04	PCT/US2005/13068 filed on 4/18/05
104128-213201/US	10/578,411	5/5/2006	Granted, Pat. No. 7,593,982	60/563,615 filed on 4/20/04 60/563,705 filed on 4/20/04 60/563,713 filed on 4/20/04 60/563,706 filed on 4/20/04 60/563,719 filed on 4/20/04	PCT/US2005/13068 filed on 4/18/05
104128-213501/US	10/578,417	5/5/2006	Granted, Pat. No. 7,526,573	60/563,615 filed on 4/20/04 60/563,705 filed on 4/20/04 60/563,713 filed on 4/20/04 60/563,706 filed on 4/20/04 60/563,719 filed on 4/20/04	PCT/US2005/13068 filed on 4/18/05
104128-213301/US	10/578,416	5/5/2006	Granted, Pat. No. 7,603,437	60/563,615 filed on 4/20/04 60/563,705 filed on 4/20/04 60/563,713 filed on 4/20/04 60/563,706 filed on 4/20/04 60/563,719 filed on 4/20/04	PCT/US2005/13068 filed on 4/18/05
104128-213402/US	14/508,937	10/7/14	Pending		Continuation filing for Patent # 10/578,606

Note: There's no non-provisional application for US Provisional No. 60/691,183 and its PCT counterpart PCT/US2006/023572.

*

NOTE: The lien found on the patents was incorrectly filed against these patents and is in the process of being released.

00023431-2