

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5738323

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	EXCALIBUR IP, LLC	06/12/2019
RECEIVING PARTY DATA		
Name:	PINTEREST, INC.	
Street Address:	808 BRANNAN STREET	
City:	SAN FRANCISCO	
State/Country:	CALIFORNIA	
Postal Code:	94103	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	15798031
CORRESPONDENCE DATA		
Fax Number:	(206)430-5115	
<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:	2064305110	
Email:	thyda@athorus.com	
Correspondent Name:	ATHORUS, PLLC	
Address Line 1:	P.O. BOX 579	
Address Line 4:	MOUNT VERNON, WASHINGTON 98273	
ATTORNEY DOCKET NUMBER:	127.0142-US-CON2	
NAME OF SUBMITTER:	LARRY HARRIS	
SIGNATURE:	/LARRY HARRIS/	
DATE SIGNED:	09/26/2019	
Total Attachments: 6		
source=Executed Assignment of Patent Rights (Excalibur to Pinterest) 2019.6.18#page1.tif		
source=Executed Assignment of Patent Rights (Excalibur to Pinterest) 2019.6.18#page2.tif		
source=Executed Assignment of Patent Rights (Excalibur to Pinterest) 2019.6.18#page3.tif		
source=Executed Assignment of Patent Rights (Excalibur to Pinterest) 2019.6.18#page4.tif		
source=Executed Assignment of Patent Rights (Excalibur to Pinterest) 2019.6.18#page5.tif		
source=Executed Assignment of Patent Rights (Excalibur to Pinterest) 2019.6.18#page6.tif		

ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, **Excalibur IP, LLC**, a Delaware limited liability company ("Assignor"), does hereby assign, transfer and convey unto **Pinterest, Inc.**, a Delaware corporation ("Assignee"), all of Assignor's entire right, title and interest in and to all patents and patent applications listed in the attached Exhibit 1 (collectively "Patent Rights").

Assignor further agrees to and hereby does sell, assign, transfer and convey unto Assignee all rights (i) in and to causes of action and enforcement rights for the Patent Rights including all rights to pursue damages, injunctive relief and other remedies for past, present and future infringement of the Patent Rights, (ii) the right to apply (or continue prosecution) in any and all countries of the world for patents, design patents, utility models, certificates of invention or other governmental grants for the Patent Rights, including under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement or understanding, and (iii) the rights, if any, to revive prosecution of any abandoned Patent Rights.

Assignor also hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents or certificates of invention or equivalent which may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment shall inure to the benefit of Assignee, its successor and other legal representatives, and shall be binding upon Assignor, its successor, assigns and other legal representatives.

IN WITNESS WHEREOF, this Assignment of Patent Rights is executed on June 12th 2019.

EXCALIBUR IP, LLC

By: 

Name: DeAnn Work

Title: Vice President of Excalibur

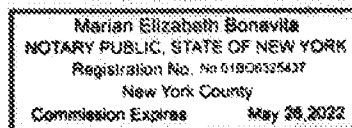
STATE OF New York)
) SS
COUNTY OF New York)

The foregoing Assignment of Patent Rights was acknowledged before me this June 12th 2019, by DeAnn Work, a Vice President of Excalibur of Excalibur IP, LLC, a Delaware limited liability company, on behalf of said limited liability company.

Notary Public

New York County, New York

My commission expires: 5/26/2022



PATENT

REEL: 050492 FRAME: 0917

IN TESTIMONY WHEREOF, in accepting said Assignment, I hereunto set my hand as of June 18, 2019.

PINTEREST, INC.

By: [Signature]

Name: CHRISTINE FLORES

Title: General Counsel

STATE OF CALIFORNIA)
) SS
COUNTY OF SAN FRANCISCO)

The foregoing Assignment of Patent Rights was acknowledged before me this June 18, 2019, by Christine Flores, a General Counsel of Pinterest, Inc., a Delaware corporation, on behalf of said corporation.

Notary Public

San Francisco County, California

My commission expires: 2/22/2023

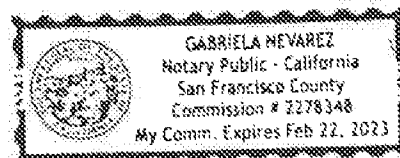


Exhibit 1

PATENT NO.	FAMILY REF. NO.	APP NO.	TITLE
7,257,546	Y00226US00	09/946,772	Safe Advertising Campaign Aggregation System
7,359,952	Y02110US00	10/647,832	Content Delivery Frequency Capping Method
7,574,651	Y00044US01	10/758,969	Common Value System for Dynamic Composition of Pages
	Y00044WO01	PCT/US2004/020512 (Aban.)	Value system for dynamic composition of web pages
7,647,314	Y01359US00	11/414,405	System And Method For Indexing Web Content Using Click-Through Features
		PCT/US2007/067075 (Aban.)	
7,848,764	Y01253US01	12/555,262	System for Providing Location Predictive Advertising
7,606,581	Y01253US00	11/314,155	System for Providing Location Predictive Advertising
7,949,562	Y01270US00	11/321,729	System and Method For Optimizing Advertisement Campaigns Using a Limited Budget
	Y02715US00	11/962,920 (Aban.)	System and Method For Optimizing Advertisement Campaigns Using a Limited Budget
8,700,462	Y01270US02	11/607,292	System and method for optimizing advertisement campaigns using a limited budget
8,041,781	Y01606US01	11/724,719	System and Method of Providing Context Information for Client Application Data Stored on the Web
7,996,779	Y01606US05	11/724,718	System and Method of Providing Context Information for Client Application Data Stored on the Web
8,046,436	Y01606US02	11/724,716	System and Method of Providing Context Information for Client Application Data Stored on the Web
8,046,437	Y01606US03	11/724,730	System and Method of Storing Data and Context of Client Applications on the Web
8,046,438	Y01606US04	11/724,732	System and Method of Restoring Data and Context of Client Applications Stored on the Web
8,135,725	Y01340US00	11/503,051	System And Method For Providing Tag-Based Relevance Recommendations Of Bookmarks In A Bookmark And Tag Database
9,104,772	Y01340US01	13/339,635	System And Method For Providing Tag-Based Relevance Recommendations Of Bookmarks In A Bookmark And Tag Database
8,150,825	Y00104US01	11/081,822	Inverse Search Systems and Methods
8,396,853	Y00104US02	13/419,867	Inverse Search Systems and Methods
8,612,417	Y00104US03	13/783,582	Inverse Search Systems and Methods
8,886,627	Y00104US04	14/103,750	Inverse Search Systems and Methods

PATENT NO.	FAMILY REF. NO.	APP NO.	TITLE
		PCT/US2005/008641 (Abd)	
8,170,584	Y01513US01	11/422,534	Providing An Actionable Event In An Intercepted Text Message For A Mobile Device Based On Customized User Information
2033455	Y01513EP01	7762145.6	
1022937 (KR)	Y01513KR01	10-2008-7032036	
WO 2007146525	Y01513WO01	PCT/US2007/068796	
279053 (IN) (CLOSED)	Y01513IN01	13/CHENP/2009	
8,255,390	Y06209US00	12/725,310	Session Based Click Features for Recency Ranking
8,326,815	Y06209US01	12/725,357	Session Based Click Features for Recency Ranking
8,271,486	Y01341US00	11/495,825	System And Method For Searching A Bookmark And Tag Database For Relevant Bookmarks
9,367,637	Y01341US01	13/589,255	System And Method For Searching A Bookmark And Tag Database For Relevant Bookmarks
	Y01341US02	15/181,586	System and method for searching a bookmark and tag database for relevant bookmarks
8,280,871	Y01853US00	11/713,212	Identifying Offensive Content Using User Click Data
2836/DELNP/06 (IN)	Y01853IN00		
8,295,363	Y07583US01	12/210,639	Restoring Program information for Clips of Broadcast Programs Shared Online
9,036,717	Y07583US02	13/600,610	Restoring Program information for Clips of Broadcast Programs Shared Online
9,424,349	Y07583US03	14/714,864	Restoring Program information for Clips of Broadcast Programs Shared Online
	Y07583EP00	8831109.7 (Aban.)	
	Y07583WO00	PCT/US2008/076415	
8,296,305	Y05043US00	12/331,358	Rules And Method For Improving Image Search Relevance Through Games
8,375,131	Y02756US00	11/962,747	Media Toolbar and Aggregated/Distributed Media Ecosystem
9,736,216	Y02756US01	13/727,443	Media Toolbar and Aggregated/Distributed Media Ecosystem
1439934 (TW)	Y02756TW00	97149355	
	Y02756WO00	PCT/US2008/085909 (Exp.)	
8,478,254	Y02415US08	13/590,013	System And Method For Profile Filtered Advertisements

PATENT NO.	FAMILY REF. NO.	APP NO.	TITLE
7,545,784	Y02415US01	11/055,310	System And Method For Wireless Communication Between Previously Known And Unknown Users
8,023,929	Y02415US02	12/395,174	System And Method For Wireless Communication Between Previously Known And Unknown Users
8,249,566	Y02415US04	13/186,810	System And Method For Profile Filtered Messaging
8,478,247	Y02415US05	13/186,844	System And Method For Portable Profiles
8,265,654	Y02415US06	13/186,911	System And Method For Proximity Area Networking For Selection Of Messaging
8,989,727	Y02415US07	13/604,047	System and Method for Proximity Area Networking for Mobile Gaming
8,566,160	Y06429US00	13/499,561	Determining Placement Of Advertisements On Web Pages
	Y06429WO00	PCT/CN2010/001538	Determining placement of advertisements on web pages
8,577,134	Y02397US00	11/835,337	Method and System of Facilitating Search by Color
8,595,097	Y04435US00	12/130,442	Automatic Ad Group Creation In A Networked Advertising Environment
	Y04435US01	14/070,235 (Aband.)	Automatic Ad Group Creation In A Networked Advertising Environment
		EP2281275A (Aband.)	
		CN102037484A	
		TW201013567 (aban.)	
2009255462(AU) Aband.	Y03192AU00	2009255462	
	Y03192IN00	8627/CHENP/2010(IN) Aband.	
10-1307661 (KR)	Y03192KR00	10-2010-7026672	
166985 (SG)	Y03192SG00	201008418-4	
	Y04435WO00	PCT/US2009/042581	
8,599,203	Y01715US00	11/961,013	Systems and Methods for Presenting Visualizations of Media Access Patterns
8,601,377	Y04465US00	12/247,980	System and Method for Maintaining Context Sensitive User Groups
9,900,277	Y04465US01	14/094,626	Context Sensitive User Group Communications
8,768,772	Y01506US01	11/273,580	System and Method for Selecting Advertising in a Social Bookmarking System
	Y01506US00	PCT/US2006/044101	
	Y01506US03	14/206,987 (Aband.)	
	Y01506US04	15/246,974	Processing Web Page Data Across Network Elements
WO 2008/052052	Y01506WO02	PCT/US2007/082375 (Aband.)	
9,084,096	Y06045US00	12/710,126	Media Event Structure and Context Identification Using Short Messages
9,710,454	Y06045US01	14/725,574	Media Event Structure and Context Identification Using Short Messages

PATENT NO.	FAMILY REF. NO.	APP NO.	TITLE
	Y06045US02	15/652,005	Media Event Structure and Context Identification Using Short Messages
1021643558 (CN)	Y06045CN00	201110043644.50	
105207887 (CN)	Y06045CN01	201510505924.10	
1160718 (HK)	Y06045HK00	12101013.70	
HK16107256.6 (HK)			
10-1268693 (KR)	Y06045KR00	10-2011-15735	
I456410 (TW)	Y06045TW00	100110272	
9,189,805	Y09120US00	13/920,212	Method And System For Automatically Pausing Advertisements Based on User Attention
10026104.00	Y09120US01	14/942,608	Method and System for Automatically Pausing Advertisements Based on User Attention
9,214,135	Y07381US00	13/185,284	System for Monitoring a Video
9,804,690	Y07381US01	14/964,163	System for Monitoring a Video
	Y07381US02	15/798,031	System for Monitoring a Video
9,535,938	Y09396US00	14/123,259	Efficient And Fault-Tolerant Distributed Algorithm For Learning Latent Factor Models Through Matrix Factorization
Closed	Y09396WO00	PCT/US13/32385	Efficient and Fault-Tolerant Distributed Algorithm for Learning Latent Factor Models Through Matrix Factorization
9,594,835	Y04944US00	12/323,354	Lightning Search Aggregate
9,773,249	Y02744US00	12/028,712	Method And System For Presenting Targeted Advertisements
9,817,911	Y09129US00	13/891,854	Method And System For Displaying Content Relating To A Subject Matter Of A Displayed Media Program
	Y09129US01	15/809,189	Method And System For Displaying Content Relating To A Subject Matter Of A Displayed Media Program
10,282,425	Y02066US00	11/687,940	Identifying Popular Segments Of Media Objects