

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT5749643

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
XIAOHAN XIAOHAN	09/26/2019
FOSTER PROVOST	09/26/2019
KIRIL TSEMEKHMAN	09/23/2019
RECEIVING PARTY DATA	
Name:	NEW YORK UNIVERSITY
Street Address:	70 WASHINGTON SQUARE SOUTH
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10012
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14428265
CORRESPONDENCE DATA	
Fax Number:	(212)309-1100
<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:	2123091000
Email:	PTONY@andrewskurth.com
Correspondent Name:	HUNTON ANDREWS KURTH LLP
Address Line 1:	200 PARK AVENUE
Address Line 4:	NEW YORK, NEW YORK 10166
ATTORNEY DOCKET NUMBER:	235557WOUS01-32882-223824
NAME OF SUBMITTER:	GARY ABELEV
SIGNATURE:	/s/ Gary Abelev
DATE SIGNED:	10/02/2019
Total Attachments: 5	
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source=32882-223824Assignment#page3.tif	
source=32882-223824Assignment#page4.tif	

ASSIGNMENT

I, **XIAOHAN ZHANG**; residing at 555 Pierce Street, Apt. 1021, Albany, California 94706;

I, **FOSTER PROVOST**, a citizen of United States of America, residing at 100 Bleecker Street #18B, New York, New York 10012; and

I, **KIRIL TSEMEKHMEN**; residing at 37 E. 18th Street, New York, New York 10003;

each of us, if more than one person is identified above (hereinafter "ASSIGNOR") in consideration of the sum of Ten Dollars (\$10.00), or the equivalent thereof, and other good and valuable consideration, the sufficiency of which and receipt of which are hereby acknowledged, paid to ASSIGNOR by

NEW YORK UNIVERSITY

a University organized under the laws of New York, having its principal place of business at 70 Washington Square South, New York, New York 10012, UNITED STATES OF AMERICA (hereinafter "ASSIGNEE"), do hereby sell and assign to said ASSIGNEE, its successors and assigns, effective as of March 13, 2015, the below indicated right, title, and interest, in and for the United States of America and throughout the world, in and to my Invention entitled:

SYSTEM AND METHOD FOR ESTIMATING AUDIENCE INTEREST

invented by me and described in U.S. National Phase Patent Application No. 14/428,265 filed on March 13, 2015, in the United States of America; and all patents, divisions, reissues, continuations and any extensions thereof and rights of priority therein, including the right to sue for past infringement and any such recovery, said interest being my entire ownership interest in the same, to be held and enjoyed by said ASSIGNEE, its successors, assigns, or other legal representatives, to the full end of the term thereof, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made, including all rights of Assignor to recover for past infringement thereof;

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

And I hereby authorize and request the Commissioner of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said Invention and application(s) concerning same to said ASSIGNEE.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

Dated: 09/26/2019



XIAOHAN ZHANG, Inventor

Dated: _____

FOSTER PROVGST, Inventor

Dated: _____

KIRIL TSEMEKHMAN,
Inventor

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

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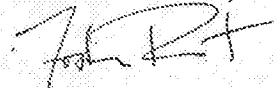
Dated: _____

September 26, 2019

Dated: _____

Dated: _____

XIAOHAN ZHANG, Inventor



FOSTER PROVOST, Inventor

KIRIL TSEMEKHMEN,
Inventor

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

And I hereby authorize and request the Commissioner of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said Invention and application(s) concerning same to said ASSIGNEE.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

Dated: _____

XIOHAN ZHANG, Inventor

Dated: _____

FOSTER PROVOST, Inventor

Dated: 09/23/2019

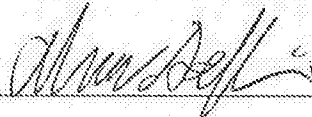


KIRIL TSEMEKHMEN,
Inventor

ACCEPTANCE BY ASSIGNEE

In connection with an assignment in any jurisdiction in which an acceptance by ASSIGNEE is required, I hereby accept this assignment on behalf of ASSIGNEE.

Dated: 10/2/19

By: 

Name:

Abram Goldfinger
Executive Director

Title:

Industrial Liaison/Technology Transfer