505799433 12/03/2019

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT5846262

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|------------------------|----------------|
| ALEXANDER JOHN GARDEN | 11/13/2019 |
| JOSHUA GOULED GOLDBERG | 11/15/2019 |

RECEIVING PARTY DATA

| Name: | ZUME INC. | |
|-----------------|-----------------|--|
| Street Address: | 250 POLARIS AVE | |
| City: | MOUNTAIN VIEW | |
| State/Country: | CALIFORNIA | |
| Postal Code: | 94043 | |

PROPERTY NUMBERS Total: 1

| Property Type | Number | | |
|---------------------|----------|--|--|
| Application Number: | 16677516 | | |

CORRESPONDENCE DATA

Fax Number:

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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| ATTORNEY DOCKET NUMBER: | 7200.0003USC1 |
|-------------------------|---------------|
| NAME OF SUBMITTER: | CARL K TURK |
| SIGNATURE: | /Carl K Turk/ |
| DATE SIGNED: | 12/03/2019 |

Total Attachments: 4

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PATENT 505799433 REEL: 051156 FRAME: 0284

Attorney Docket No.: 7200.0003USWO

PATENT ASSIGNMENT

| ı <u>Alex</u> | <u> (ander Jol</u> | <u>ın GARDEN</u> | ("ASSIGN | OR") am the | original inven | tor or an original |
|------------------|---------------------|------------------|----------|---------------|----------------|--------------------|
| joint invento | or of subj | ect matter (" | INVENTIO | ON") disclose | d and/or clai | med in a patent |
| application | entitled | " <u>VEHICLE</u> | WITH | CONTEXT | SENSITIVE | INFORMATION |
| <u>PRESENTAT</u> | <u>'ION</u> " ("API | PLICATION"), | which: | | | |

| will | be | filed. | ASSIGN | IOR ł | nereby | autho | orizes, | and I | eque | ests, |
|------|-------|-----------|------------|---------|---------|----------|----------|----------|-------|-------|
| ASSI | GNE | E'S lega | l represer | ıtative | s, of Z | ume In | c., 250 | Polaris | Avei | nue, |
| Mou | ntair | າ View, ເ | California | 9404 | 3, who | are as | sociated | d with d | custo | mer |
| num | ber | 1649 | 05, to | insei | rt he | re in | pare | nthese | s (1 | filed |
| on _ | | | an | d give | n Appli | ication | No | | | _ by |
| the | foll | owing | Office _ | | | | | |) | this |
| APPL | _ICA | ΓΙΟΝ's A | Applicatio | n No., | filing | date, ai | nd Offic | e, whe | n kno | wn; |

was filed on November 7, 2019 and was given Application
No 16/611,784 by the following Office "United States Patent and Trademark Office";

Zume Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 250 Polaris Avenue, Mountain View, California 94043, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES"));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

| Application No. | Filing Date | Office |
|-----------------|------------------|--------|
| 16/677,516 | November 7, 2019 | USPTO |
| | | |
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| | | |
| | | |

Attorney Docket No.: 7200.0003USWO_

Inventor's Signature

Alexander John GARDEN

Printed Name in English

Printed Name in Native Language (if other than English)

Attorney Docket No.: 7200.0003USWO

PATENT ASSIGNMENT

| I <u>Joshua Gouled GOLDBERG</u> ("ASSIGNOR") am the original inventor or an original | | | | | | |
|--|---------------------|------------------|----------|---------------|---------------|-----------------|
| joint invento | or of subj | ect matter (" | INVENTIO | ON") disclose | d and/or clai | med in a patent |
| application | entitled | " <u>VEHICLE</u> | WITH | CONTEXT | SENSITIVE | INFORMATION |
| <u>PRESENTAT</u> | <u>'ION</u> " ("API | PLICATION"), | which: | | | |

| will | be | filed. | ASSIGN | IOR h | ereby | autho | rizes, | and | reque | ests, |
|------|-------|-----------|------------|----------|--------|----------|---------|---------|-------|-------|
| ASSI | GNE | E'S legal | represer | ntatives | , of Z | ume Inc | ., 250 | Polaris | Ave | nue, |
| Mou | ntair | า View, C | California | 94043 | , who | are ass | ociate | d with | custo | mer |
| num | ber | 16490 | 5, to | insert | hei | e in | pare | nthese | s (| filed |
| on _ | | | an | d giver | Appli | cation I | ۷o | | | _ by |
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Attorney Docket No.: 7200.0003USWO_

Inventor's Signature

Date

Joshua Gouled GOLDBERG

Printed Name in English

Printed Name in Native Language
(if other than English)

Page 2 of 2