

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5901638

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	PLATEAU DATA SERVICES, LLC	07/15/2015
RECEIVING PARTY DATA		
Name:	ZETA INTERACTIVE CORP.	
Street Address:	185 MADISON AVE	
Internal Address:	5TH FLOOR	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10016	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	16038937
CORRESPONDENCE DATA		
Fax Number:		
<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>		
Email:	requests@slwip.com	
Correspondent Name:	SCHWEGMAN LUNDBERG & WOESSNER, P.A.	
Address Line 1:	P.O. BOX 2938	
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402	
ATTORNEY DOCKET NUMBER:	4525.008US4	
NAME OF SUBMITTER:	JULIA SAMOYLENKO	
SIGNATURE:	/Julia Samoylenko/	
DATE SIGNED:	01/09/2020	
Total Attachments: 3		
source=4525008US4PlateautoZetaInteractiveCorpSigned#page1.tif		
source=4525008US4PlateautoZetaInteractiveCorpSigned#page2.tif		
source=4525008US4PlateautoZetaInteractiveCorpSigned#page3.tif		

RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 4525.008US4

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Plateau Data Services, LLC

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement ☐ Change of Name

☐ Other

Execution Date: July 15, 2015

2. Name and address of receiving party(ies):

Name: Zeta Interactive Corp.

Street Address: 185 Madison Ave
5th Floor

City: New York State: NY Zip: 10016

Country: United States of America

Additional name(s) & address(es) attached? ☐ Yes
☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

Serial No. 16/038,937

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Aaron R. Wininger

Address:

Schwegman Lundberg & Woessner, P.A.
P.O. Box 2938
Minneapolis, Minnesota 55402

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 0.00

☐ Enclosed

☐ Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

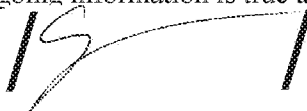
DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Aaron R. Wininger/Reg. No. 45,229

Name of Person Signing



Signature

2020-01-08

Date

Total number of pages including cover sheet: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks

Mail Stop Assignment Recordation Services

P.O. Box 1450

Alexandria, VA 22313-1450

PATENT
REEL: 051459 FRAME: 0735

PATENT ASSIGNMENT

This Patent Assignment ("Assignment") is made and effective as of July 15 2015 ("Effective Date") by and between Plateau Data Services, LLC, a Delaware limited liability company ("Assignor") and Zeta Interactive Corp., a Delaware corporation ("Assignee"). The Assignor and Assignee may be referred to individually as a "Party" or collectively as the "Parties".

WHEREAS, Assignor is the owner of U.S. Patent Number 7,966,564 dated June 21, 2011 and titled WEB PAGE SERVER PROCESS USING VISITOR CONTEXT AND PAGE FEATURES TO SELECT OPTIMIZED WEB PAGES FOR DISPLAY ("Patent");

WHEREAS, Assignor desires to assign and transfer to Assignee all of its rights, title and interest in and to the Patent to Assignee and Assignee desires to acquire all such rights, title and interest in and to the Patent;

NOW THEREFORE, for valuable consideration, the receipt of which is acknowledged, the Parties agree as follows:

1. Assignor assigns to Assignee all of his right, title and interest in and to the Patent to Assignee for the entire term of the Patent and any reissues or extensions and for the entire terms of any patents, reissues or extensions that may issue from foreign applications, divisions, continuations in whole or part or substitute applications filed claiming the benefit of the Patent. The right, title and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.
2. Assignor further agrees to: (a) cooperate with Assignee in the protection of the patent rights and prosecution and protection of foreign counterparts; (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer; and (c) perform such other acts as Assignee lawfully may request to obtain or maintain the Patent and any and all applications and registrations for the invention in any and all countries.

Acknowledged and agreed to:

Plateau Data Services, LLC

By: [Signature]

Title: President

Date: 7/15/15

Zeta Interactive Corp.

By: [Signature]

Title: Secretary

Date: 7/15/15

On this 15 day of July, before me, Emily Fagiola, the undersigned Notary Public, personally appeared Matt Tillman ASSIGNOR, 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. WITNESS my hand and official seal in New York County of New York on the date set forth in this certificate.

[Signature] Notary Public.

EMILY FAGIOLA
Notary Public, State of New York
Registration #02FA6308396
Qualified in Queens County
Commission Expires June 23, 2018

PATENT

REEL: 051459 FRAME: 0736

PATENT ASSIGNMENT

This Patent Assignment ("Assignment") is made and effective as of July 15, 2015 ("Effective Date") by and between Plateau Data Services, LLC, a Delaware limited liability company ("Assignor") and Zeta Interactive Corp., a Delaware corporation ("Assignee"). The Assignor and Assignee may be referred to individually as a "Party" or collectively as the "Parties".

WHEREAS, Assignor is the owner of the owner of U.S. Patent Number 8,296,176 dated October 23, 2012 and titled MATCHING VISITORS AS LEADS TO LEAD BUYERS ("Patent");

WHEREAS, Assignor desires to assign and transfer to the Assignee all of its rights, title and interest in and to the Patent to Assignee and Assignee desires to acquire all such rights, title and interest in and to the Patent;

NOW THEREFORE, for valuable consideration, the receipt of which is acknowledged, the Parties agree as follows:

1. Assignor assigns to Assignee 100% of his right, title and interest in the Patent to Assignee for the entire term of the Patent and any reissues or extensions and for the entire terms of any patents, reissues or extensions that may issue from foreign applications, divisions, continuations in whole or part or substitute applications filed claiming the benefit of the Patent. The right, title and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.
2. Assignor further agrees to: (a) cooperate with Assignee in the protection of the patent rights and prosecution and protection of foreign counterparts; (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer; and (c) perform such other acts as Assignee lawfully may request to obtain or maintain the Patent and any and all applications and registrations for the invention in any and all countries.

Acknowledged and agreed to:

Plateau Data Services, LLC

By: [Signature]

Title: President

Date: 7/15/15

Zeta Interactive Corp.

By: [Signature]

Title: Secretary

Date: 7/15/15

On this 15 day of July, before me, Emily Fagola, the undersigned Notary Public, personally appeared Mark Tiller ASSIGNOR, 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. WITNESS my hand and official seal in New York County of New York on the date set forth in this certificate.

[Signature]

Notary Public.