

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT5946058

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CAN LIANG	01/13/2020
YILIN CHEN	01/13/2020
JINGQI HUANG	01/14/2020
SHUN JIANG	01/13/2020
AMIT GOSWAMI	01/13/2020
RECEIVING PARTY DATA	
Name:	XAD, INC.
Street Address:	1 WORLD TRADE CENTER
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10007
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16749746
CORRESPONDENCE DATA	
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Correspondent Name:	MORGAN LEWIS & BOCKIUS LLP
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ATTORNEY DOCKET NUMBER:	129982-5037-US
NAME OF SUBMITTER:	JAMIE J. ZHENG
SIGNATURE:	/Jamie J. Zheng/
DATE SIGNED:	02/04/2020
Total Attachments: 3	
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source=129982-5037-US_Assignment#page2.tif	

ASSIGNMENT

WHEREAS, WE, **Can Liang**, residing in Mountain View, California; **Yilin Chen**, residing in Sunnyvale, California; **Jingqi Huang**, residing in Santa Clara, California; **Shun Jiang**, residing in Sunnyvale, California; and **Amit Goswami**, residing in Campbell, California, ASSIGNORS, are the inventors of the invention in **Systems and Methods for Pacing Information Campaigns Based on Predicted and Observed Location Events** described in an application for a Patent of the United States

- ☒ which is executed on ☒ even date herewith
☒ which is identified by Morgan, Lewis & Bockius LLP docket no. 129982-5037-US
☒ which was filed on _____, Application No. _____
☐ which claims priority on U.S. Provisional Patent Application No(s). _____
☒ We hereby authorize and request our attorney, **Jamie J. Zheng**, of Morgan, Lewis & Bockius LLP, to insert here in parenthesis (Application number 16/749,746, filed January 22, 2020) the filing date and application number of said application when known.

and WHEREAS, **xAd, Inc.**, ASSIGNEE, having a place of business at 1 World Trade Center, New York, NY 10007, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, let it be known that for and in consideration of the sum of One Dollar (\$1.00) to me paid, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and any substitute applications therefore, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; the said United States provisional patent application(s), if any, on which the said United States application claims priority; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application and said United States provisional patent application(s), if any, under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;


AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

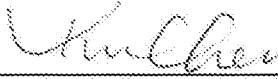
IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 01/13/2020



Can Liang L.S.

Date Jan. 13, 2020

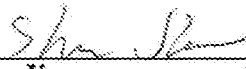


Yilin Chen L.S.

Date _____

Jingqi Huang L.S.

Date Jan. 13, 2020



Shun Jiang L.S.

Date Jan 13 2020



Amit Goswami L.S.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date _____ Can Liang L.S.

Date _____ Yilin Chen L.S.

Date 1/14/2020 Jingqi Huang L.S.
Jingqi Huang

Date _____ Shun Jiang L.S.

Date _____ Amit Goswami L.S.