

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5964537

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ZETA GLOBAL HOLDINGS CORP.	01/27/2020
RECEIVING PARTY DATA		
Name:	ZETA GLOBAL CORP.	
Street Address:	3 PARK AVENUE	
Internal Address:	33RD FLOOR	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10016	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	15642536
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:	request@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:	4525.115US2	
NAME OF SUBMITTER:	DIANA JOHNSON	
SIGNATURE:	/Diana Johnson/	
DATE SIGNED:	02/14/2020	
Total Attachments: 6		
source=4525.115US2 Zeta Global Holdings to Zeta Global Corp signed#page1.tif		
source=4525.115US2 Zeta Global Holdings to Zeta Global Corp signed#page2.tif		
source=4525.115US2 Zeta Global Holdings to Zeta Global Corp signed#page3.tif		
source=4525.115US2 Zeta Global Holdings to Zeta Global Corp signed#page4.tif		
source=4525.115US2 Zeta Global Holdings to Zeta Global Corp signed#page5.tif		
source=4525.115US2 Zeta Global Holdings to Zeta Global Corp signed#page6.tif		

RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 4525.115US2

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):

ZETA GLOBAL HOLDINGS CORP.

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

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

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

Name: Zeta Global Corp.

Street Address: 3 Park Avenue
33rd Floor

City: New York State: NY Zip: 10016
Country: United States of America

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

Execution Date: January 27, 2020

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. 15/642,536

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

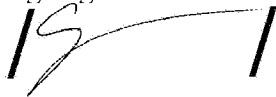
☐ Authorized to be charged to deposit account
19-0743

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

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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

2020-02-14

Date

Total number of pages including cover sheet: 6

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: 051822 FRAME: 0124

ASSIGNMENT

WHEREAS, ZETA GLOBAL HOLDINGS CORP., an entity organized and existing under and by virtue of the laws of Delaware, and having an office and place of business at 3 Park Avenue, 33rd Floor, New York, NY 10016, United States of America (hereinafter "Assignor"), is the owner of assets identified in Appendix A (hereinafter collectively "Patent Properties"), including all inventions and other subject matter described in the Patent Properties;

AND WHEREAS, ZETA GLOBAL CORP., an entity organized and existing under and by virtue of the laws of Delaware, and having an office and place of business at 3 Park Avenue, 33rd Floor, New York, NY 10016, United States of America (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Patent Properties, including all inventions and other subject matter described therein, and any patent to be obtained in relation thereof;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, the Assignor hereby:

ASSIGNS, CONVEYS AND TRANSFERS to the Assignee the Assignor's entire right, title, and interest for the United States and all foreign countries and jurisdictions in and to:

said Patent Properties, including all original and reissued patents which have been or shall be issued in the United States and all foreign countries and jurisdictions based in whole or in part on any of said Patent Properties;

all divisional, continuing (including continuation in-part), substitute, renewal, reissue, and all other applications for a patent or patents which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries and jurisdictions, based in whole or in part on any of said Patent Properties (including any application for a utility model or an innovation patent application);

the right to claim priority to said Patent Properties in relation to subject matter based in whole or in part on said Patent Properties and any of the foregoing including the right to file foreign applications under the provisions of any convention or treaty;

and the right to all causes of action, remedies, and other enforcement rights related to said Patent Properties, including without limitation the right to sue for past, present, or future

infringement, misappropriation, or violation of any and all rights related to said Patent Properties and any of the foregoing, including the right to obtain and collect damages and/or royalties due for past, present, or future infringement;

AUTHORIZES AND REQUESTS the issuing authority to issue any and all United States and foreign patents granted on said Patent Properties to the Assignee;

AUTHORIZES AND REQUESTS that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 21186 may (directly or through his/her designee) delete, insert, or alter any information related to said Patent Properties or any of the foregoing, after execution of this Assignment;

WARRANTS AND COVENANTS that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or shall be made to others by the Assignor, and that the full right to convey the same as herein expressed is possessed by the Assignor;

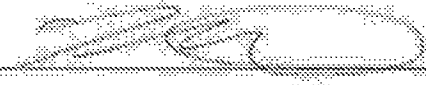
COVENANTS, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the Assignor shall (1) secure cooperation from all present and former employees and/or inventors contributing or having contributed to the Patent Properties; (2) execute all provisional, non-provisional, divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other patent applications for the Patent Properties; (3) execute all rightful oaths, declarations, assignments, powers of attorney and other papers for the Patent Properties; (4) communicate to the Assignee all facts known to the Assignor relating to the Patent Properties and the history thereof; (5) cooperate with the Assignee in any interference, reexamination, review proceeding, reissue, opposition, dispute, or litigation involving any of the applications or patents for the Patent Properties; and (6) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to said Patent Properties in the Assignee, or for securing, maintaining and enforcing proper patent protection for the Patent Properties; and

COVENANTS, that should any provision of this agreement be held unenforceable by an authority of competent jurisdiction, such a ruling shall not affect the validity and enforceability of the remaining provisions.

THIS AGREEMENT IS TO BE BINDING on the assigns, representatives, and successors of the Assignor, and is to extend to the benefit of the successors, assigns, and nominees of the Assignee.

AGREED to by Assignor as of the Date of the Signature Below:

Assignor: Zeta Global Holdings Corp.

Signature: 

Printed Name:

Title: General Counsel

Date: 1/27/2020

ACCEPTED by Assignee as of the Date of the Signature Below:

Assignee: Zeta Global Corp.

Signature: 

Printed Name:

Title: EVP

Date: 1/27/2020

Appendix A

Patent/ Publication No.	Application Number	Title	Filing date	Issue/ Grant Date
	62/535,296	MULTI-PLATFORM AD MANAGEMENT	Jul 21, 2017	
US 2019-0026789	16/040,690	SYSTEMS AND METHODS FOR MULTI-PLATFORM INTEGRATION	Jul 20, 2018	
WO/2019/018717	PCT/US2018/043005	SYSTEMS AND METHODS FOR MULTI-PLATFORM INTEGRATION	Jul 20, 2018	
US 2013-0066724	13/535,985	SYSTEM AND METHOD FOR TARGETING ADVERTISEMENTS	Jun 28, 2012	
	62/510,882	PROVIDING REAL-TIME INSIGHT INTO COST AND PERFORMANCE DISCREPANCIES BETWEEN DISPARATE EXECUTION PLATFORMS	May 25, 2017	
US 2018-0341673	15/988,818	SYSTEMS AND METHODS FOR PROVIDING REAL- TIME DISCREPANCIES BETWEEN DISPARATE EXECUTION PLATFORMS	May 24, 2018	
WO/2018/218058	PCT/US2018/034450	SYSTEMS AND METHODS FOR PROVIDING REAL- TIME DISCREPANCIES BETWEEN DISPARATE EXECUTION PLATFORMS	May 24, 2018	
	62/510,891	BILLING METHOD BASED ON MULTIPLE COST SYSTEMS OF RECORD	May 25, 2017	
US 2018-0341989	15/988,850	SYSTEMS AND METHODS FOR PROVIDING REAL- TIME VALUES DETERMINED BASED ON AGGREGATED DATA FROM DISPARATE SYSTEMS	May 24, 2018	
WO/2018/218059	PCT/US2018/034453	SYSTEMS AND METHODS FOR PROVIDING REAL- TIME VALUES DETERMINED BASED ON	May 24, 2018	

ASSIGNMENT

Attorney Docket No. 8525 (Zeta Global Holdings Corp. to Zeta Global Corp. (Collective))

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		AGGREGATED DATA FROM DISPARATE SYSTEMS		
US 2010-0228629	12/694,536	METHOD AND SYSTEM FOR BEHAVIORAL CLASSIFICATION	Jan 27, 2010	8,326,688
US 2012-0284746	13/441,457	SYSTEM AND METHOD FOR TARGETING ADVERTISEMENTS	Apr 6, 2012	8,949,890
US 2010-0312854	12/795,524	TRACKING ADVERTISING ABANDONMENT RATES	Jun 7, 2010	8,990,337
US 2010-0094875	12/462,908	METHOD AND SYSTEM FOR CLASSIFYING TEXT	Aug 11, 2009	8,762,382
US 2010-0228733	12/616,505	METHOD AND SYSTEM FOR SEMANTIC DISTANCE MEASUREMENT	Nov 11, 2009	9,262,509