

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
GLENN L. STRYCKER	05/11/2015
LOCHLAN H. ROSE	05/13/2015
MARIA DE LAS NIEVES HERRANZ	05/11/2015
DAVID K. KNUTSON	05/12/2015
DANNY AVNI	05/11/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CONVERSANT, INC.
<b>Street Address:</b>	101 NORTH WACKER DR.
<b>Internal Address:</b>	23RD FLOOR
<b>City:</b>	CHICAGO
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60606
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	15460970
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	CONV-40279-US-C
<b>NAME OF SUBMITTER:</b>	JOHN T. TOWER
<b>SIGNATURE:</b>	/John T. Tower/
<b>DATE SIGNED:</b>	02/17/2020
<b>Total Attachments: 3</b>	

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source=Glenn Strycker to Conversant Inc#page3.tif

**ASSIGNMENT of PATENT RIGHTS**

WHEREAS, we, **Glenn L. Strycker, Lochlan H. Rose, Maria de las Nieves Herranz, David K. Knutson, and Danny Avni** (hereinafter "ASSIGNOR(s)") have invented an invention embodied in patent application(s) entitled "**Method To Identify and Maintain Coherence of Association Across An IP Address Change or Re-Assignment**"

(I hereby authorize and request any attorney having appropriate authority from the assignee to insert on the designated lines below, the filing date and application number of said application when known.)

which was filed on \_\_\_\_\_ as

\_\_\_\_\_ Application Number \_\_\_\_\_ and  
COUNTRY or International Office

WHEREAS, CONVERSANT, INC., having a principal place of business at 101 North Wacker Dr., 23<sup>rd</sup> Floor, Chicago, Illinois 60606 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in, to and under said invention and in, to and under any patent or similar legal protection to be obtained therefore in the United States of America, its territorial possessions, and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns and transfers unto ASSIGNEE, its successors and assigns, ASSIGNOR'S entire right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all foreign countries, to be obtained for said invention, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention and including the right to sue for past, present and/or future infringement of any patents obtained for said invention.

ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents or any legal equivalent thereof, to issue said patents to ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNOR hereby covenants that ASSIGNOR has full right to convey ASSIGNOR'S entire right, title and interest in said invention and that that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application(s), invention and Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will

testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application(s), invention and Letters Patent and legal equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

As this assignment to the above referenced invention may be executed in advance of the filing of a patent application, ASSIGNOR hereby authorizes the legal representative of the above-mentioned ASSIGNEE to insert in this instrument the filing date and serial number of said application, when known, or any other information that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

ASSIGNOR hereby agrees that this Assignment shall be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of ASSIGNEE.

Executed and delivered this 11 day of May, 2015.

INVENTOR and ASSIGNOR:

  
Glenn E. Strycker

Executed and delivered this 13 day of May, 2015.

INVENTOR and ASSIGNOR:

  
Lochlan H. Rose

Executed and delivered this 11 day of May, 2015.

INVENTOR and ASSIGNOR:

  
Maria de las Nieves Herranz

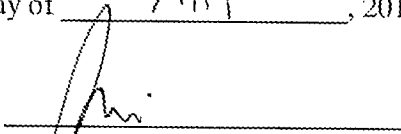
Executed and delivered this 12 day of MAY, 2015.

INVENTOR and ASSIGNOR:

  
David K. Knutson

Executed and delivered this 11 day of MAY, 2015.

INVENTOR and ASSIGNOR:

  
Danny Avni