

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT6015728

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
STEPHEN MILTON	08/02/2019
DUNCAN MCCALL	01/28/2020
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	PLACEIQ, INC.
<b>Street Address:</b>	5 BRYANT PARK
<b>Internal Address:</b>	18TH FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10018
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	16120250
<b>Application Number:</b>	14311264
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	
<b>Phone:</b>	703-770-7900
<b>Email:</b>	amanda.childs@pillsburylaw.com
<b>Correspondent Name:</b>	PILLSBURY WINTHROP SHAW PITTMAN, LLP
<b>Address Line 1:</b>	PO BOX 10500
<b>Address Line 4:</b>	MCLEAN, VIRGINIA 22102
<b>ATTORNEY DOCKET NUMBER:</b>	034470-0461688-0437399
<b>NAME OF SUBMITTER:</b>	JOSHUA TUCKER
<b>SIGNATURE:</b>	/Joshua Tucker/
<b>DATE SIGNED:</b>	03/16/2020
<b>Total Attachments: 8</b>	
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source=034470-0461688-Assignment-Steve#page4.tif  
source=034470\_0461688\_Assignment-McCall#page1.tif  
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source=034470\_0461688\_Assignment-McCall#page3.tif  
source=034470\_0461688\_Assignment-McCall#page4.tif

**ASSIGNMENT**

WHEREAS, Stephen Milton and Duncan McCall (hereinafter collectively referred to as "**ASSIGNORS**," without regard to the singular or plural) have made certain improvements or inventions in a patent application titled MEASURING RETAIL VISITATION AMOUNTS BASED ON LOCATIONS SENSED BY MOBILE DEVICES, assigned U.S. Patent App. No. 14/311,264 and in a patent application titled MEASURING RETAIL VISITATION AMOUNTS BASED ON LOCATIONS SENSED BY MOBILE DEVICES, assigned U.S. Patent App. No. 16/120,250 ("Patent Applications," without regard to the singular or plural) and

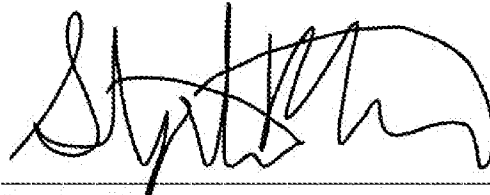
WHEREAS, PlaceIQ, Inc., having a business address of 5 Bryant Park, 18th Floor, New York, NY 10018, (hereinafter referred to as "**ASSIGNEE**"), is desirous of acquiring the same.

NOW, THEREFORE, This Indenture Witnesseth: That for good and valuable consideration, receipt whereof is hereby acknowledged, said **ASSIGNORS** do hereby sell, assign, and transfer to said **ASSIGNEE**, its successors and assigns, all right, title, and interest in and to said Patent Applications set forth above, the invention or inventions therein shown and described and any improvements on said invention heretofore or hereafter made, any divisions, provisionals, non-provisionals, continuations, or continuations-in-part of said Patent Applications, and all patents, United States and foreign, to be granted upon any such applications or for the invention or inventions thereof, any reissues, reexaminations, continuations, continuations-in-part, or extensions of said patents, and all rights for past and present infringement related to any patents issued or to be issued thereon; and said **ASSIGNORS** do hereby authorize and request the Commissioner of Patents to issue all patents on said Patent Applications or for the invention or inventions hereof, in accordance with this assignment. **ASSIGNORS** further authorize counsel to add the application number in the appropriate blank above, if needed, when such number becomes available.

And said **ASSIGNORS** for said consideration hereby covenant and agree that the said **ASSIGNORS** are the owners of the full title herein conveyed and have the right to convey the same (to the extent not already conveyed to **ASSIGNEE**), and agree that said **ASSIGNORS** will

communicate to said **ASSIGNEE** any facts known to said **ASSIGNORS** respecting said invention or inventions, and testify in any legal proceedings when called upon by said **ASSIGNEE**, sign all lawful papers deemed by said **ASSIGNEE** as expedient to vest in it the legal title herein sought to be conveyed or for the filing and prosecution of all applications and patents, United States and foreign, including any disclaimers related thereto, and otherwise aid said **ASSIGNEE**, its successors and assigns, in obtaining full patent protection on said invention and enforcing proper protection under said patents, but in every instance at the **ASSIGNEE'S** expense.

DATE SIGNED \_\_\_\_\_

A handwritten signature in black ink, appearing to read "Stephen Milton", written over a horizontal dotted line.

Stephen Milton

DATE SIGNED \_\_\_\_\_

\_\_\_\_\_  
Duncan McCall

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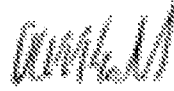
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DATE SIGNED \_\_\_\_\_

\_\_\_\_\_  
Stephen Milton

DATE SIGNED \_\_\_\_\_



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Duncan McCall