

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6104349

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| YEHUDA ARI BUCHALTER | 08/06/2018 |
| KSHITIJ SHARMA | 08/06/2018 |
| JASON SHAO | 08/06/2018 |
| WILLIAM T. MASLYN | 08/06/2018 |
| NITIN SHRIRAM | 08/06/2018 |
| RECEIVING PARTY DATA | |
| Name: | INTERSECTION PARENT, INC |
| Street Address: | 10 HUDSON YARDS |
| Internal Address: | 26TH FLOOR |
| City: | NEW YORK |
| State/Country: | NEW YORK |
| Postal Code: | 10001 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 16855043 |
| CORRESPONDENCE DATA | |
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| ATTORNEY DOCKET NUMBER: | 43820-0032 |
| NAME OF SUBMITTER: | BENJAMIN M. HALPERN |
| SIGNATURE: | /Benjamin M. Halpern/ |
| DATE SIGNED: | 05/13/2020 |
| Total Attachments: 3 | |

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CONFIRMATORY ASSIGNMENT OF INVENTION

WHEREAS, ASSIGNORS:

- | | | |
|-------|------------------------|---|
| (1) | Full Name of Inventor: | Yehuda Ari Buchalter |
| | Residence: | 7320 Austin Street, Apt. 5F, Forest Hills, NY 11375 |
| | Citizenship: | U.S. |
| <hr/> | | |
| (2) | Full Name of Inventor: | Kshitij Sharma |
| | Residence: | 39 Parkview Drive, Searingtown, NY 11507 |
| | Citizenship: | U.S. |
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| (3) | Full Name of Inventor: | Jason Shao |
| | Residence: | 2376 Hillcrest Drive, Porono Pines, PA 18350 |
| | Citizenship: | U.S. |
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| (4) | Full Name of Inventor: | William T. Maslyn |
| | Residence: | 7 Cathy Rd., Poughkeepsie, NY 12603 |
| | Citizenship: | U.S. |
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| (5) | Full Name of Inventor: | Nitin Shriram |
| | Residence: | 21 Parteh Pl., Edison, NJ 08817 |
| | Citizenship: | U.S. |

previously assigned to ASSIGNEE:

Intersection Parent, Inc.
10 Hudson Yards
26th Floor
New York, NY 10001

and the successors, assigns, and legal representatives of the ASSIGNEE, the entire right, title, and interest for the United States and its territorial possessions, and in all foreign countries and regions, including all rights to claim priority, in and to the inventions that were invented by ASSIGNORS, and which are found in U.S. Provisional Patent Application No. 62/541,313, filed August 4, 2017, and entitled "SYSTEMS, METHODS AND PROGRAMMED PRODUCTS FOR DYNAMICALLY TRACKING DELIVERY AND PERFORMANCE OF DIGITAL ADVERTISEMENTS IN ELECTRONIC DIGITAL DISPLAYS" (the "ASSIGNED INVENTIONS"), and any legal equivalent thereof in any foreign country or region, including the right to claim priority, including any and all improvements disclosed therein, and in and to any and all Letters Patent to be obtained for said invention by the above application, or any continuation,

divisional, renewal, or substitute thereof, and, as to any and all Letters Patent, any reissue or reexamination thereof;

WHEREAS, ASSIGNORS are the inventors of inventions disclosed and claimed in U.S. Patent Application No. 16/054,516 and PCT Application No. PCT/US18/45251, both filed August 3, 2018, and both entitled "SYSTEMS, METHODS AND PROGRAMMED PRODUCTS FOR DYNAMICALLY TRACKING DELIVERY AND PERFORMANCE OF DIGITAL ADVERTISEMENTS IN ELECTRONIC DIGITAL DISPLAYS," (the "NON-PROVISIONAL APPLICATIONS"), which claim priority to the ASSIGNED INVENTIONS;

WHEREAS, ASSIGNORS and ASSIGNEE now wish to confirm the assignment specifically related to the NON-PROVISIONAL APPLICATIONS;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged by ASSIGNORS, ASSIGNORS hereby agree to sell, assign, and transfer, and do sell, assign, and transfer to ASSIGNEE and the successors, assigns, and legal representatives of ASSIGNEE, the entire right, title, and interest for the United States and its territorial possessions, and in all foreign countries and regions, including all rights to claim priority, in and to the NON-PROVISIONAL APPLICATIONS and any legal equivalent thereof in any foreign country or region, including the right to claim priority, including any and all improvements disclosed therein, and in and to all Letters Patent to be obtained for said inventions by the NON-PROVISIONAL APPLICATIONS, or any continuation, continuation-in-part, divisional, renewal, or substitute thereof, and, as to Letters Patent, any reissue or reexamination or other post grant proceedings thereof.

ASSIGNORS hereby covenant that no assignment, sale, agreement, or encumbrance has been, or will be, made or entered into which would conflict with this CONFIRMATORY ASSIGNMENT OF INVENTION.

ASSIGNORS authorize ASSIGNEE to make applications for, and to receive, Letters Patent for said invention in any of said countries or regions, in ASSIGNEE'S name, or in ASSIGNORS' name, at ASSIGNEE'S election.

ASSIGNORS covenant and agree to execute or procure any further necessary assurance of the title to said invention, and any Letters Patent which may issue therefore, and to, at any time, upon the request and at the expense of ASSIGNEE, deliver any testimony in any interference, derivation proceeding, litigation, or proceeding related thereto, and to execute all papers that may be necessary or desirable to perfect the title to said invention, or any Letters Patent which may be granted therefore in ASSIGNEE, its successors, assigns, or other legal representatives, and to, at any time, upon the request and at the expense of ASSIGNEE, execute any continuation, continuation-in-part, divisional, renewal, or substitute thereof, and, as to Letters Patent, any reissue or reexamination or other post issuance proceedings thereof, or any other additional applications for Letters Patent for said invention or any part thereof, in any of said countries or regions, all of which applications and any Letters Patent issuing thereon are hereby assigned to ASSIGNEE, will make all rightful oaths or declarations, and do all lawful acts requisite for procuring the same therein, without further compensation, but at the expense of ASSIGNEE, its successors, assigns, or other legal representatives.

ASSIGNORS authorize and request the Commissioner of Patents to issue any and all Letters Patent of the United States of America for said invention, resulting from the aforesaid applications, to Intersection Parent, Inc. as its ASSIGNEE.

WITNESS my hand and seal on:


Yehuda Ari Buchalter

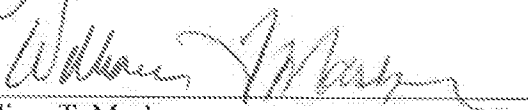
8/6/18
Date


Kshitij Sharma

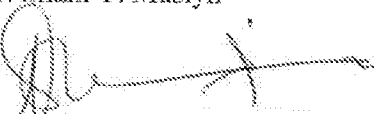
8/6/18
Date


Jason Shao

8/6/18
Date


William T. Maslyn

8/6/18
Date


Nitin Shriram

8/6/2018
Date