

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT6123100

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
DEBAJYOTI RAY	10/03/2016
ROSS MCCRAY	10/03/2016
DAVID GULLO	10/03/2016
JAY PRASAD	10/03/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	VIDEOAMP, INC.
<b>Street Address:</b>	2601 OCEAN PARK BOULEVARD
<b>Internal Address:</b>	SUITE 214
<b>City:</b>	SANTA MONICA
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90405
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	16883935
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(435)252-1361
<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>	4352521360
<b>Email:</b>	kgeis@mabr.com
<b>Correspondent Name:</b>	MASCHOFF BRENNAN
<b>Address Line 1:</b>	1389 CENTER DRIVE, SUITE 300
<b>Address Line 4:</b>	PARK CITY, UTAH 84098
<b>ATTORNEY DOCKET NUMBER:</b>	V3755.10005US08
<b>NAME OF SUBMITTER:</b>	JASON W. CROFT
<b>SIGNATURE:</b>	/Jason W. Croft/
<b>DATE SIGNED:</b>	05/27/2020
<b>Total Attachments: 10</b>	
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## ASSIGNMENT OF RIGHTS IN INVENTION(S)

For valuable consideration, We:

DEBAJYOTI RAY of 3130 Wilshire Boulevard, Suite 350, Santa Monica, California, USA;  
ROSS MCCRAY of 3130 Wilshire Boulevard, Suite 350, Santa Monica, California, USA;  
DAVID GULLO of 3130 Wilshire Boulevard, Suite 350, Santa Monica, California, USA; and  
JAY PRASAD of 3130 Wilshire Boulevard, Suite 350, Santa Monica, California, USA;

hereby assign to: VideoAmp, Inc., a Corporation organized under the laws of Delaware having a place of business at: 3130 Wilshire Boulevard, Suite 350, Santa Monica, California 90403, and its successors and assigns (collectively hereinafter the "ASSIGNEE"),

the entire right, title and interest throughout the world in the invention(s) which is disclosed and claimed in an international application for patent, entitled "CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT", filed July 25, 2016 and having PCT Serial Number PCT/US2016/043954, this assignment including without limitation:

said international patent application, and any and all United States and foreign patents, utility models, and design registrations which may be applied for and granted for any of said invention(s) and improvement(s) thereof (hereinafter the "PATENTS"), including an application in the United States of America, executed by us, entitled "CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT", filed July 25, 2016 and having U.S. Serial Number 15/219,262,

and in and to any and all divisions, continuations, continuations-in-part, reissues of the PATENTS, certificates of re-examination, supplemental protection certificates, patent term restorations, and patents of addition, in any country, that may be based thereon, and all rights, privileges and advantages appertaining thereto, including any and all provisional rights;

the right of ASSIGNEE to claim priority based on the filing date of said international application, in the United States of America, under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes;

the right of ASSIGNEE to enforce and to license, and to collect damages, profits or recoveries of any nature for past or future infringement of any of the PATENTS;

the right of ASSIGNEE to prosecute, with the assistance of competent counsel, any of the PATENTS in any jurisdiction worldwide; and

the right of ASSIGNEE to apply in all countries in my/our name(s) or in its own name for patents, utility models, design registrations, and like rights of exclusion and for inventors' certificates, for said invention(s) and improvement(s);

the same to be held and enjoyed by the ASSIGNEE for its own use and behalf and for the use and behalf of its successors, legal representatives and assigns, absolutely during the residue of the

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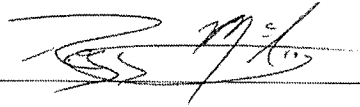
respective terms for which the United States and foreign patents will be granted, and for any and all rights extending from said applications and reissues, and entirely as the same would have been held and enjoyed by me/us had this assignment not been made;

and We agree for us, and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Declarations and other lawful documents as ASSIGNEE may reasonably request to effectuate fully this assignment.

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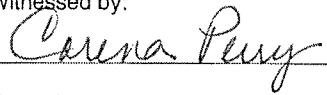
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\_\_\_\_\_  
ROSS MCCRAY

Date: 10/03/16

Witnessed by:

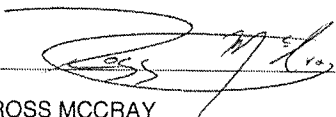
  
\_\_\_\_\_  
Name (typed): \_\_\_\_\_

Date: 10/3/16

Carina Perry, Notary Public

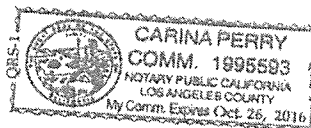
Use EITHER this page OR the preceding page with the witness signature

A Notary Public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

  
ROSS MCCRAY

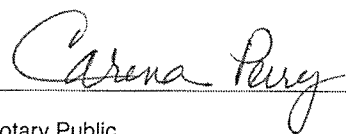
DATE: 10/03/16

STATE OF California )  
 ) SS.  
COUNTY OF Los Angeles )



On 10/3/16, before me, the undersigned, a notary public for the State of California, there personally appeared ROSS MCCRAY personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his her authorized capacity and that by his / her signature on this Assignment, the person or the entity upon behalf of which he / she acted, executed this Assignment.

WITNESS my hand and official seal.

  
Notary Public

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Carina Perry, Notary Public

4

Use EITHER this page OR the following page with the notarization block

*Ray*

DEBAJYOTI RAY

Date: 10/3/2016

Witnessed by:

*Carina Perry*

Name (typed): \_\_\_\_\_



Date: 10/3/16

Carina Perry, Notary Public

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A Notary Public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

Ray  
DEBAJYOTI RAY

DATE: 10/3/2016

STATE OF California  
COUNTY OF Los Angeles ) SS.



On 10/3/16, before me, the undersigned, a notary public for the State of California, there personally appeared DEBAJYOTI RAY personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his her authorized capacity and that by his / her signature on this Assignment, the person or the entity upon behalf of which he / she acted, executed this Assignment.

WITNESS my hand and official seal.

Carina Perry

Notary Public


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Carina Perry, Notary Public

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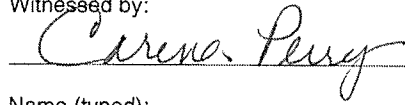


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\_\_\_\_\_  
DAVID GULLO

Date: 10/3/2016

Witnessed by:

  
\_\_\_\_\_  
Name (typed): \_\_\_\_\_

Date: 10/3/16

Carina Perry, Notary Public

Use EITHER this page OR the preceding page with the witness signature

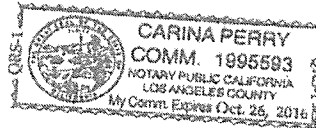
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DAVID GULLO

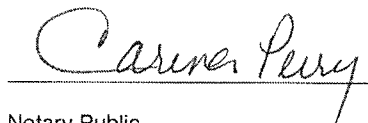
DATE: 10/3/2016

STATE OF California )  
 ) SS.  
COUNTY OF Los Angeles )



On 10/3/16, before me, the undersigned, a notary public for the State of California, there personally appeared DAVID GULLO personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his / her authorized capacity and that by his / her signature on this Assignment, the person or the entity upon behalf of which he / she acted, executed this Assignment.

WITNESS my hand and official seal.

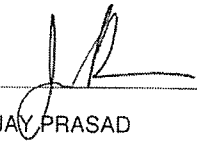


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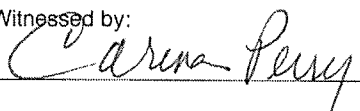
Carina Perry, Notary Public

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\_\_\_\_\_  
JAY PRASAD

Date: 10/3/16

Witnessed by:  
  
\_\_\_\_\_  
Name (typed): \_\_\_\_\_

Date: 10/3/16

Carina Perry, Notary Public

Use EITHER this page OR the preceding page with the witness signature

A Notary Public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

JPR  
JAY PRASAD

DATE: 10/3/16

STATE OF California )  
 ) SS.  
COUNTY OF Los Angeles )



On 10/3/16, before me, the undersigned, a notary public for the State of CALIFORNIA, there personally appeared JAY PRASAD personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his / her authorized capacity and that by his / her signature on this Assignment, the person or the entity upon behalf of which he / she acted, executed this Assignment.

WITNESS my hand and official seal.

Carina Perry  
Notary Public

Carina Perry, Notary Public

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