

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT6126567

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
YEHUDA ARI BUCHALTER	06/06/2011
ROLAND G. COZZOLINO	06/06/2011
JOSEPH M. ZAWADZKI	06/03/2011
RECEIVING PARTY DATA	
Name:	MEDIAMATH, INC.
Street Address:	415 MADISON AVENUE
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10007
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16749290
CORRESPONDENCE DATA	
Fax Number:	(949)760-9502
<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>	
Phone:	9497600404
Email:	efiling@knobbe.com
Correspondent Name:	KNOBBE, MARTENS, OLSON & BEAR, LLP
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Address Line 2:	14TH FLOOR
Address Line 4:	IRVINE, CALIFORNIA 92614
ATTORNEY DOCKET NUMBER:	MRIM.029A1C2
NAME OF SUBMITTER:	JUN HYUK (ZACH) HONG
SIGNATURE:	/Jun Hyuk Hong/
DATE SIGNED:	05/28/2020
Total Attachments: 5	
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JOINT ASSIGNMENT

WHEREAS, each of the individuals, Yehuda Ari BUCHALTER ; Roland G. COZZOLINO; Joseph M. ZAWADZKI are named as an inventor on the application for Letters Patent of the United States titled:

SYSTEMS AND METHODS FOR PROVIDING A DEMAND SIDE PLATFORM

; and

executed by each of us of even date herewith and about to be filed in the United States Patent and Trademark Office; or

identified by United States Application Serial No. 13/076276 filed in the United States Patent and Trademark Office on March 30, 2011; and

WHEREAS MediaMath, Inc. (hereinafter "ASSIGNEE"), having a usual place of business at 415 Madison Avenue, New York, New York 10017, desires to acquire or confirm an interest therein;

NOW, THEREFORE, to all whom it may concern be it known that, in accordance with agreements previously and duly entered into between the parties and in consideration of those agreements, and for other good and valuable consideration, the receipt of which is hereby acknowledged, each has sold, assigned, and transferred and/or does hereby sell, assign, and transfer unto said ASSIGNEE, its successors, assigns, and legal representatives, the entire right, title, and interest in and throughout the United States of America, its territories and all foreign countries, in and to the application, all divisional, continuing, substitute, renewal, reissue, reexamination and other applications for Letters Patent that is based in whole or in part on the application, and all other rights arising under or pursuant to any and all international agreements, treaties, or laws relating to the protection of industrial property, including all rights of priority under the International Convention for the Protection of Industrial Property, and in and to any such Letters Patent as may issue thereon including any and all original and reissued patents which have been or shall be issued in the United States and foreign countries; said inventions, applications, and Letters Patent to be held and enjoyed by ASSIGNEE for its own use and for its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held by him/her had this assignment and sale not been made;

AND, hereby acknowledges that this assignment, being of the entire right, title, and interest in and to the inventions, carries with it the right in ASSIGNEE, by attorneys and agents of ASSIGNEE selection, to apply for and receive Letters Patent for said inventions in its own name;

AND, hereby further agrees for him/herself and his/her executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the Letters Patent to ASSIGNEE, its successors, assignees, and legal representatives, but at its expense and charges, including the execution of application for patents in foreign countries, the execution of substitution, reissue, divisional or

continuation applications, and the giving of testimony, preliminary statements, or other statements in any interference or other proceeding in which the inventions or any applications or patents directed to the inventions may be involved by communicating to the ASSIGNEE all facts we know relating to the inventions and their history, and generally by doing everything possible which ASSIGNEE shall consider desirable for aiding in securing and maintaining proper patent protection for the inventions and for vesting title in the inventions and all applications for patent and all patents on the inventions in ASSIGNEE;

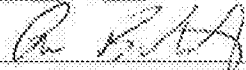
AND, further hereby authorizes ASSIGNEE or its attorneys or agents to insert the correct serial number and filing date into this assignment if appropriate;

AND, hereby appoints ASSIGNEE as its common agent for purposes of prosecuting international patent applications and any material patent applications for which such common agency is recognized;

AND, hereby requests the Director of Patents and Trademarks of the United States to issue said Letters Patent as shall be granted upon said application or applications based thereon to ASSIGNEE, its successors, assigns, and legal representatives;

AND, covenants with said ASSIGNEE that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by him/her, and that full right to convey the same as herein expressed is possessed by him/her.

Executed this 6 day of JUNE, 2011



YEHUDA ARI BUCHALTER

State of NY

County of NY

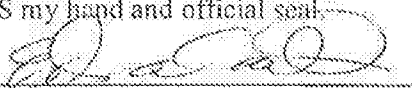
On this 6th day of June, 2011, before me,

Edna Carter (a notary public in and for said county), personally

appeared YEHUDA ARI BUCHALTER, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature



My Commission Expires:

May 27, 2015

(Seal)

EDNA CARTER
Notary Public, State of New York
No. 01CA6092685
Qualified in Bronx County
Commission Expires May 27, 2015

Executed this 6 day of June, 2011.


ROLAND G. COZZOLINO

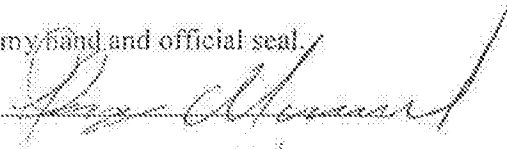
State of NY

County of NASSAU

On this 6 day of June, 2011, before me,

George Mavraakis (a notary public in and for said county), personally appeared ROLAND G. COZZOLINO, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

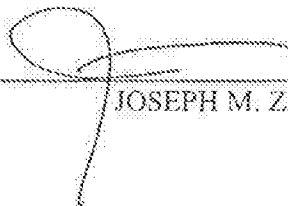
Signature 

My Commission Expires: 5/1/14

(Seal)

GEORGE MAVRAKIS
Notary Public, State of New York
Qualified in Nassau County
No. 01MA8145043
My Commission Expires 05/01/2014

Executed this 03 day of June, 2011.



JOSEPH M. ZAWADZKI

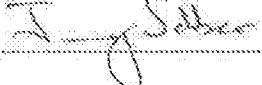
State of New York

County of Nassau

On this 3rd day of June, 2011, before me,

JIMMY SABBAR, (a notary public in and for said county), personally appeared JOSEPH M. ZAWADZKI, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature 

My Commission Expires: June 16, 2011

(Seal)

JIMMY SABBAR
Notary Public, State of New York
No. 019A6094357
Qualified in Queens County
Commission Expires June 16, 2011