

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6237486

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CHARLES S. COTROPIA	08/04/2020
RECEIVING PARTY DATA	
Name:	ADNEXUS INCORPORATED
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	8719101
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NAME OF SUBMITTER:	COURTENAY C. BRINCKERHOFF
SIGNATURE:	/COURTENAY C. BRINCKERHOFF/
DATE SIGNED:	08/06/2020
Total Attachments: 2	
source=Assignment of Pat No 8719101 from Cotropia to Adnexus Incorporated 8 4 20#page1.tif	
source=Assignment of Pat No 8719101 from Cotropia to Adnexus Incorporated 8 4 20#page2.tif	

PATENT ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by all parties, Charles S. Cotropia, an individual having an office in Heath, Texas, hereinafter referred to as "ASSIGNOR", hereby assigns to Adnexus Incorporated, a Texas corporation having an office in Heath, Texas, hereinafter referred to as "ASSIGNEE", its successors and assigns, the entire right, title and interest in and to:

(i) U.S. Patent No. 8,719,101, appl. no. 12/731,973, entitled: "System and Method of On-line Advertising", issued May 6, 2014, with and including all divisionals, continuations and continuations-in-part, extensions, foreign counterparts, registered design or utility models, reissues, reexams, renewals, substitutions, and re-examinations, in each case that claims priority or is entitled to claim priority, directly or indirectly, to this Patent, (hereinafter collectively the "Patent" or the "'101 Patent") and all agreements and licenses relating thereto, and

(ii) all inventions and improvements described and claimed in the '101 Patent and to any patents, patent applications presently pending or filed hereafter thereon in any jurisdiction and inventions disclosed therein or in all divisionals, continuations and continuations-in-part, extensions, foreign counterparts, registered design or utility models, reissues, reexams, renewals, substitutions, and re-examinations, and

(iii) all rights to sue for past, present and future infringement, if any, of the Patent, all rights to recover and retain damages, costs and attorneys' fees for any such past, present, or future infringement of the Patent, and

(iv) the right to assign the rights conveyed herein, all of the foregoing to be held and enjoyed by ASSIGNEE for its own use and benefit, and for the benefit of its successors, assigns, and legal representatives.

The ASSIGNOR agrees to execute any and all papers and documents, and take such other actions as are reasonably requested by the ASSIGNEE, to evidence, perfect, defend the foregoing assignment and fully implement the ASSIGNEE's proprietary rights in the subject matter assigned hereunder, such as securing and enforcing the Patent and to fully cooperate in the prosecution, enforcement and defense of the proprietary rights represented by and in the Patent. ASSIGNOR further agrees that if the ASSIGNEE is unable, for any reason, to secure signatures to apply for or to pursue any right relating to or any application for any patent or other proprietary right covered by this assignment to the ASSIGNEE, then the ASSIGNOR hereby irrevocably designates and appoints the ASSIGNEE, its duly authorized officers and agents as the ASSIGNOR'S agent and attorney-in-fact, to act for and in the ASSIGNOR'S behalf and stead to execute and take any action or file any such applications and to do all other lawfully permitted acts to further secure the full rights in the Patent and to take any action regarding the Patent or its title and rights thereunder with the same legal force and effect as if executed by the ASSIGNOR.

Documents executed, scanned and transmitted electronically and electronic signatures shall be deemed original signatures for purposes of this Agreement and all matters related thereto,

with such facsimile, scanned and electronic signatures having the same legal effect as original signatures.

IN WITNESS WHEREOF, the undersigned has caused this Patent Assignment to be executed and to be effective as of August 4, 2020.

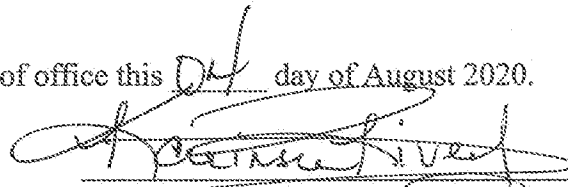

Charles S. Cotropia

NOTARY ACKNOWLEDGMENT

STATE OF TEXAS
COUNTY OF ROCKWALL

Before me the undersigned authority, on this day personally appeared Charles S. Cotropia known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that said person executed the same for the purposes and consideration therein expressed.

Given under my hand and seal of office this 04 day of August 2020.


Notary Public, State of Texas

Notary Seal

