

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT6430684

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SETH HABERMAN	10/26/2018
GERRIT NIEMEIJER	10/28/2018
ROBERT BRESS	10/23/2018
CLAUDIO MARCUS	10/25/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	VISIBLE WORLD, LLC
<b>Street Address:</b>	1701 JOHN F. KENNEDY BOULEVARD
<b>City:</b>	PHILADELPHIA
<b>State/Country:</b>	PENNSYLVANIA
<b>Postal Code:</b>	19103
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	17111032
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(215)568-3439
<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>	215-568-3100
<b>Email:</b>	assignments@bakerlaw.com
<b>Correspondent Name:</b>	BAKERHOSTETLER / COMCAST
<b>Address Line 1:</b>	CIRA CENTRE, 12TH FLOOR
<b>Address Line 2:</b>	2929 ARCH STREET
<b>Address Line 4:</b>	PHILADELPHIA, PENNSYLVANIA 19104-2891
<b>ATTORNEY DOCKET NUMBER:</b>	102005.024858
<b>NAME OF SUBMITTER:</b>	DIANE PAYNE
<b>SIGNATURE:</b>	/Diane Payne/
<b>DATE SIGNED:</b>	12/03/2020
<b>Total Attachments: 8</b>	
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source=102005-024858-Assignment-Inventors-Filed-12-03-2020#page8.tif

## ASSIGNMENT

Attorney Docket No.: 102005.024785  
Client Reference No.: 2017027163  
Serial Number: 15/399,561  
Filing Date: January 5, 2017  
Inventors: Seth Haberman, et al.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned hereby assign to:

### **Visible World, LLC**

having a place of business at 1701 JFK Boulevard, Philadelphia, Pennsylvania 19103, its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled:

### **Value-Based TV Advertising Audience Exchange**

and identified as Attorney Docket No. 102005.024785 in the offices of Baker & Hostetler LLP and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension of such patents, and further assigns to said assignee the priority right provided by the International Convention.

The undersigned hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorize and request the attorneys of record in said application to insert in this assignment the filing date and serial number of said application when officially known.

The undersigned warrant themselves to be the owners of the entire right, title and interest in said invention or improvements and to have the right to make this assignment, and further warrant that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned.

For said considerations and without additional charge the undersigned hereby agree, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all divisional, continuation and substitute applications for said invention or improvements, and any necessary oath, affidavit or declaration relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns may deem necessary or expedient, and for the said considerations and without additional charge the undersigned authorize said assignee to apply for patents for said invention or improvements in its own name in such countries where such procedure is proper and further agree, upon the request of and without additional charge to said assignee, its successors and assigns, to cooperate to the best of the ability of the undersigned with said assignee, its successors and assigns, in any proceedings or transactions involving such applications or patents, including the preparation and execution of preliminary statements, giving and producing evidence, and performing any and all other acts necessary to obtain, maintain and enforce said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in the

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Date:

10/26/18



Seth Haberman

Date:

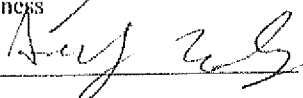
10/26/18

Witness



Date:

10/26/18



Witness

Date:

Gerrit Niemeijer

Date:

Witness

Date:

Witness

Date:

Robert Bress

Date:

Witness

Date:

Witness

Date:

Claudio Marcus

Date:

Witness

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Date:	_____	_____
		<b>Seth Haberman</b>
Date:	_____	_____
		Witness
Date:	_____	_____
		Witness
Date:	10-28-2018	_____
		<b>Gerrit Niemeijer</b>
Date:	10-28-2018	_____
		<b>Gerrit Niemeijer</b>
		Witness
Date:	10-28-2018	_____
		<b>Ina Niemeijer</b>
		Witness
Date:	_____	_____
		<b>Robert Bress</b>
Date:	_____	_____
		Witness
Date:	_____	_____
		Witness
Date:	_____	_____
		<b>Claudio Marcus</b>
Date:	_____	_____
		Witness
Date:	_____	_____

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Gerrit Niemeijer

Date: \_\_\_\_\_  
Witness

Date: \_\_\_\_\_  
Witness

Date: 10/27/18  
Robert Bress

Date: 10/23/19  
D. Schmitt

Date: 10/23/18  
Witness

Date: \_\_\_\_\_  
Witness

Date: \_\_\_\_\_  
Claudio Marcus

Date: \_\_\_\_\_  
Witness

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Claudio Marcus

Date: 10/25/18  
Witness

Date: 10/25/18  
Sarah Carlson

