

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SETH HABERMAN	02/22/2016
ROBERT BRESS	02/22/2016
CLAUDIO MARCUS	02/22/2016
RECEIVING PARTY DATA	
Name:	VISIBLE WORLD, INC.
Street Address:	460 WEST 34TH STREET
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10001
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16279759
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	102005.024792
NAME OF SUBMITTER:	DIANE PAYNE
SIGNATURE:	/Diane Payne/
DATE SIGNED:	12/31/2020
Total Attachments: 4	
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A S S I G N M E N T

WHEREAS, Seth Haberman, Robert Bress and Claudio Marcus (hereinafter the "Assignors") have made a certain new and useful invention as set forth and disclosed in application for United States Letters Patent, entitled "DYNAMIC CONTENT ALLOCATION AND OPTIMIZATION" filed February 7, 2013 and accorded Serial No. 13/762,115 (hereinafter the "Invention");

WHEREAS, Visible World, Inc., having an address of 460 West 34th Street, New York, NY 10001 (hereinafter referred to "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Invention and in and to any and all Letters Patent of the United States and foreign countries that may be obtained therefor; and

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, Assignors do hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said Invention as set forth in the above-mentioned applications, continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention.

UPON SAID CONSIDERATION, Assignors shall not execute any writing or do any act whatsoever conflicting with the terms and conditions of this Assignment, and that Assignors will, at any time upon request, without further or additional consideration, but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for or obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said Invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any and all proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignors and Assignee.

The undersigned hereby grants the firm of PEPPER HAMILTON LLP the power to insert on this Assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

AND we request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States that may be issued for said Invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the Invention covered thereby.

Date: 2/22, 2016

By: [Signature]
Name: Seth Haberman

STATE OF New York)
COUNTY OF New York) SS:

On this 22nd day of February, 2016, before me personally appeared Seth Haberman, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

SEAL

[Signature]
Notary Public

MICHAEL A. SCHWARTZ
Notary Public, State of New York
No. 00874673358
Qualified in New York County
Commission Expires September 23, 2018

Date: 2/22, 2016

By: *Robert Bress*
Name: Robert Bress

STATE OF New York)
) SS:
COUNTY OF New York)

On this 22nd day of February, 2016, before me personally appeared Robert Bress, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

SEAL

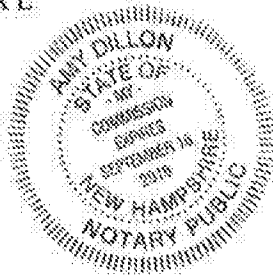
Michael A. Schwartz
Notary Public

MICHAEL A. SCHWARTZ
Notary Public, State of New York
No. 02504800353
Qualified in New York County
Certificate Filed in Kings County
Commission Expires October 31, 2018

Date: 2/22, 2016By: Claudio Marcus
Name: Claudio MarcusSTATE OF NEW HAMPSHIRE)
COUNTY OF MERRIMACK) SS: 323-66-0117

On this 22nd day of February, 2016, before me personally appeared Claudio Marcus, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

SEAL

Amy Dillon
Notary Public