

## PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT6519912

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
INDU NARAYAN	07/02/2019
JAYASHANKAR KESAVANKUTTY NAIR	07/02/2019
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	YIELDMO, INC.
<b>Street Address:</b>	218 WEST 18TH STREET
<b>Internal Address:</b>	2ND FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10011
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	16504201
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	6507147024
<b>Email:</b>	docketing@r8pg.com
<b>Correspondent Name:</b>	RUN8 PATENT GROUP, LLC
<b>Address Line 1:</b>	1108 BRYANT STREET
<b>Address Line 2:</b>	UNIT B
<b>Address Line 4:</b>	SAN FRANCISCO, CALIFORNIA 94103
<b>ATTORNEY DOCKET NUMBER:</b>	YIEL-M15-US
<b>NAME OF SUBMITTER:</b>	STEPHANIE N. JOHNSON
<b>SIGNATURE:</b>	/Stephanie N. Johnson/
<b>DATE SIGNED:</b>	01/27/2021
<b>Total Attachments: 2</b>	
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YIEL-M15-US  
DEC + ASG

This combined Declaration and Assignment is directed to the United States Patent Application entitled "METHOD FOR IN-STREAM AGGREGATION OF ADVERTISEMENT INTERACTION DATA FOR A POPULATION OF USERS VIEWING ADVERTISEMENT CONTENT," docketed internally as "YIEL-M15-US," and filed herewith (referred to herein as the "APPLICATION").

### ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned individual(s) (referred to herein as the "INVENTOR(S)") hereby assign, transfer, and set over to Yieldmo, Inc. (referred to herein as "COMPANY") – a state of Delaware corporation located at 218 West 18<sup>th</sup> Street, 2<sup>nd</sup> Floor, New York NY 10011 – its successors, and assigns, the entire right, title, and interest, worldwide, in and to the invention for which the undersigned has/have executed the APPLICATION for patent in the United States of America, together with all divisions, continuations, continuations-in-part, reissues, and extensions thereof, and all patents (domestic and foreign) that may be granted therefor.

Such interest represents the entire ownership of the APPLICATION and patent(s) when granted and is to be owned by COMPANY, its successors, and assigns, or their legal representatives, for the full and entire term for which such patents may be granted or extended, as fully and entirely as the same would have been enjoyed by the INVENTOR(S) if this assignment had not been made.

The undersigned INVENTOR(S) each hereby authorizes and requests the Commissioner of Patents and Trademarks in the United States Patent and Trademark Office to issue any and all patents resulting from the APPLICATION, including without limitation any division, continuation, continuation-in-part, or reissue thereof to COMPANY.

The INVENTOR(S) further agrees to: (a) cooperate with the COMPANY in the prosecution of the APPLICATION and foreign counterparts; (b) execute, verify, acknowledge, and deliver all such further papers, including patent applications and instruments of transfer; and (c) perform such other acts as COMPANY lawfully may request to obtain the patent for the invention in any and all countries.



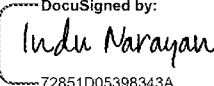
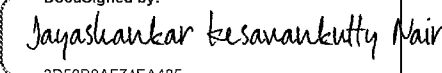
YIEL-M15-US  
DEC + ASG

## DECLARATION

As an INVENTOR, I hereby declare that:

- the APPLICATION was made or authorized to be made by me;
- I have reviewed and understand the contents and the claims of the APPLICATION;
- I believe that I am the original inventor or an original joint inventor of a claimed invention in the APPLICATION; and
- I acknowledge the duty to disclose all information known to me to be material to the patentability of the claims of the APPLICATION.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

EXECUTED BY:		
Name	Signature	Date
Indu Narayan	DocuSigned by:  72851D05398343A...	7/2/2019
Jayashankar Kesavankutty Nair	DocuSigned by:  3D50B9AE74EA485	7/2/2019