

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT6809094

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	BENJAMIN BERRY	04/20/2017
	MARC FERRENTINO	07/23/2019
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	YEXT, INC.	
<b>Street Address:</b>	61 NINTH AVENUE	
<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>
	Application Number:	17354701
<b>CORRESPONDENCE DATA</b>		
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<b>Address Line 4:</b>	ROSELAND, NEW JERSEY 07068	
<b>ATTORNEY DOCKET NUMBER:</b>	21366-284	
<b>NAME OF SUBMITTER:</b>	DANIEL D. SIERCHIO	
<b>SIGNATURE:</b>	/Daniel D. Sierchio/	
<b>DATE SIGNED:</b>	07/13/2021	
<b>Total Attachments: 4</b>		
source=21366-284 Assignment_Berry#page1.tif		
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source=21366-284 Assignment_Ferrentino#page1.tif		
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# ASSIGNMENT

**WHEREAS**, I, **Benjamin Berry** (citizen of the United States of America), residing at 237 W. 115 St., Apt. 3A, New York, New York 10026, have invented, developed, and/or have rights in the invention(s) (hereinafter "Invention") entitled:

## "OPTIMIZING DYNAMIC REVIEW GENERATION FOR REDIRECTING REQUEST LINKS"

filed April 21, 2017 and accorded U.S. Application No. 15/494,122, based on U.S. Provisional Application No. 62/415,946, (hereinafter "Application"); and

**WHEREAS**, **Yext, Inc.**, a corporation organized under the laws of the United States of America and having a place of business at 1 Madison Avenue, 5<sup>th</sup> Floor New York, New York 10010 (hereinafter "Assignee"), is desirous of acquiring the entire right, title, and interest in and to the Invention and in and to the Application.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to Assignee and its successors and assigns, our entire right, title and interest, worldwide, in and to the Invention and the Application, and all patents and applications, worldwide, claiming priority to and/or benefit of, directly or indirectly, or based in whole or in part on, said Application and/or said Invention, including continuations, continuations-in-part, divisionals, reissues, reexaminations, renewals, substitutes, and extensions thereof, and any international and regional applications, based in whole or in part on any of the aforesaid applications or in whole or in part on said Invention, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all utility-model registrations, inventor's certificates, and the like heretofore or hereafter filed, worldwide, for the Invention, and in and to any and all patents (including all extensions, renewals, reexaminations and reissues thereof), worldwide, which have been or may be granted on any of the aforesaid applications or on said Invention or any parts thereof.

**AND I HEREBY** covenant and agree for myself and my heirs, executors and administrators that I will communicate to Assignee any facts known to me respecting the Invention and the aforementioned applications, sign all lawful papers, testify in any legal proceeding, make all rightful oaths, and take any other actions that may be necessary or desirable to secure to Assignee its right, title, and interest in and to the aforementioned patents, applications and Invention, and generally do everything possible to aid Assignee to obtain and enforce proper patent protection for the Invention and the aforementioned patents and applications;

**AND I HEREBY** agree to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said applications, or in the preparation or prosecution of any continuation, continuation-in-part, divisional, substitute, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings, or other applications for patents or similar rights of any region or country, that may be necessary to secure to Assignee its interest and title in and to said Invention or any parts thereof, and in and to said applications and patents;

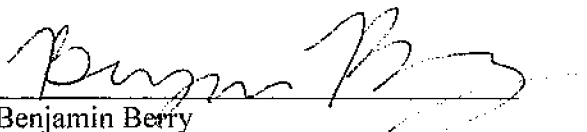
**AND I HEREBY** authorize and request our agents, Lowenstein Sandler LLP, whose address is 65 Livingston Avenue, Roseland, NJ 07068, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said Application when known;

**AND I HEREBY** covenant for myself and my legal representatives, and agree with said Assignee, its successors and assigns, that I have the full right to convey the entire interest herein assigned, and that I have granted no right or license to make, use, sell or offer to sell said Invention, to anyone except said Assignee, that prior to the execution of this deed, our right, title and interest in said Invention and said Application had not been otherwise encumbered, and that I have not and will not execute any instrument in conflict therewith;

**AND I HEREBY** authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty is to issue patents on applications as aforesaid, to issue any and all letters patents which may be granted upon said United States and foreign applications or upon the Invention to the Assignee.

**- INVENTOR SIGNATURES BELOW -**

In testimony whereof, I hereunto set my hand this 20<sup>th</sup> day of April, 2017.

  
Benjamin Berry

## **ASSIGNMENT**

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned inventor:

Marc Ferrentino

hereby sell, assign, and transfer to:

**Yext, Inc.**

a corporation organized under the laws of the United States of America and having a place of business at 1 Madison Avenue, 5th Floor New York, New York 10010 (hereinafter "Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all other countries, in and to any and all inventions and improvements that are disclosed in the applications for the patent entitled:

### **OPTIMIZING DYNAMIC REVIEW GENERATION FOR REDIRECTING REQUEST LINKS**

which was filed on April 21, 2017 as U.S. Nonprovisional Application Number 15/494,122, which claims priority to U.S. Provisional Application Number 62/415,946, filed November 1, 2016 (hereinafter the "Applications"); and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application and all rights to claim priority to said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent

**Attorney Docket No.:** 21366.149

and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

DocuSigned by:  
*Marc Ferrentino*  
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\_\_\_\_\_  
Marc Ferrentino

7/23/2019  
\_\_\_\_\_  
Date Signed