506902181 10/01/2021

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT6949005

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|-----------------------------|----------------|
| WADE BRADLEY | 09/24/2021 |
| SHRIKESH KARUNAKARAN PILLAI | 09/21/2021 |

RECEIVING PARTY DATA

| Name: | RIVIT TV, INC. |
|-----------------|--------------------|
| Street Address: | 1416 N LA BREA AVE |
| City: | LOS ANGELES |
| State/Country: | CALIFORNIA |
| Postal Code: | 90028 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 17449743 |

CORRESPONDENCE DATA

Fax Number: (714)557-3347

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.

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Email: jessica.clark@wbd-us.com

Correspondent Name: WOMBLE BOND DICKINSON (US) LLP

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Address Line 4: ATLANTA, GEORGIA 30357-0037

| ATTORNEY DOCKET NUMBER: | 113086P001A2 |
|-------------------------|--------------------------|
| NAME OF SUBMITTER: | TRI DANG, REG. NO. 71853 |
| SIGNATURE: | / Tri Dang / |
| DATE SIGNED: | 10/01/2021 |

Total Attachments: 4

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PATENT 506902181 REEL: 057674 FRAME: 0231

Attorney's Docket No. 113086F001A2

ASSIGNMENT

For good and valuable canadarship the accept and afficiency of which is executed as a fine production of the parameter inventors.

Wade Bradley; Shrikesh Karunakaran Pillai

hereby self assign, and transfer to

Rivit TV, Inc.

a Corporation of Delayers inaving a principal place of business at 1416 N La Bies Ave. Los Angeles, California GO028 United States ("Assignee"), and its successors, assigns, and legal representatives. The entire right if the and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which for the provisional application may have a declaration executed by the understand prior hards or concurrently herewith and which application (provisional or non-provisional) is entitled.

Device, Method, and Graphical User Interface for Alternative Advert System

said patent application also identified as follows (when known).

[]/we hereby authorize an ettorney or agent for said Assignee to insert below the application number and filing date of said parent application when known [

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and in and to said application (provising) of non-provising), and all provisional applications, continues on applications, delign applications, detailed applications, continues of applications applications, continues applications, deligned applications, removed applications, applications, deligned applications, that have been unless to the united States and all drongs counties on any or said mechanism, improvements, and in and to all originations patents, reasoned patents, reasoned patents, reasoned patents, respectively. It is all provisions that have been unless to especially the United States and all longs counties or said provisions or improvements, and in and to all griss of creatively counting from the fight of said united States application.

agree that said Assigned may apply for and receive a patent of patents for said inventors of improvements in its own pame, and that, when requested without charge to but at the expense of said Assigned to successors, assigns, and logal representatives, to carry out in good (aith the intent and outpook of the Assignment, the undersigned will execute all provisional applications, pon-provisional explications, divisional applications, continuation applications, continues presentative applications, continuational provisional explications, and all other patent applications in any and all said inventors or increments execute all rights orths assignments powers of attentic, and other papers, communicate to said Assigned in encourage and regarded to the interfer and the interfer patent applications or the uncertained eliging to said inventors or increased assigns, and legal representatives all facts known to the uncertained eliging to said inventors of increased assigns, and the interfer hereof, and panerally assign said Assigned the successors assign or legal representatives in securing and maintaining proper patent protection for said inventors or increased assigns in legal assigns in the control of improvements and all applications for patents and all patents on said prentions or improvements and all applications for patents and all patents on said prentions or improvements and all applications for patents and all patents on said prentions or improvements and all applications for patents and all patents on said prentions or improvements and all applications for patents and all patents on said prentions or improvements and all applications for patents and all patents on said prentions or improvements.

PATENT 1 of 2 REEL: 057674 FRAME: 0232 covernant with spid Adaignee its successors assigns and legal representatives that no assignment, Clark mortgage, license, or other agreement affecting the rights and property herein conveyed has been reade to others by the undersigned and that the right is convey the same as how never exercised is possessed by the undersigned.

Each Inventor, Please Sign and Date Below.

| and the | 24, 27 | | | | |
|---------|--------|-------|------------------------|------|--|
| Date | | Name | Wade Bradley | | |
| Date | | Name | Shrikesh Karunakaran P | illa | |
| Date | | Name | | | |
| Date | | Vene | | | |
| Date | | Name | | | |
| Dete | | Name | | | |
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| Sale | | Name | | | |
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Page 2 of 2

REEL: 057674 FRAME: 0233

Attorney's Docket No.: 113086P001A2

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, the below-named inventors:

Wade Bradley; Shrikesh Karunakaran Pillai

hereby sell, assign, and transfer to

Rivit TV, Inc.

a Corporation of Delaware, having a principal place of business at 1416 N La Brea Ave, Los Angeles, California 90028 United States ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which for the non-provisional application may have a declaration executed by the undersigned prior hereto or concurrently herewith and which application (provisional or non-provisional) is entitled

Device, Method, and Graphical User Interface for Alternative Advert System

said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

| United States Patent Application Number | 17/449,743 |
|---|------------|
| Filed, | |

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;

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 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 legal 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 legal 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

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PATENT REEL: 057674 FRAME: 0234 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.

| Date 9/21/20 | Name: Wade Bradley |
|--------------|-----------------------------------|
| | Name: Shrikesh Karunakaran Piliai |
| Date | Name: |

Page 2 of 2

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