

## PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT7045828

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
VASO DAKIC	03/11/2021
SARA HE	03/11/2021
CHRIS PAQUETTE	03/11/2021
PAVEL ROMANOVSKI	03/11/2021
JEN WERTHER	03/11/2021
ANTON YAZOVSKIY	03/15/2021
SOURABH GANDHE	09/11/2021
CHINMAY KULKARNI	09/13/2021
NUUPUR ADATHIYA	09/20/2021
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	DEEPINTENT, INC.
<b>Street Address:</b>	2578 BROADWAY
<b>Internal Address:</b>	#599
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10025
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	17537158
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(650)739-7699
<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>	650-739-7500
<b>Email:</b>	Cal-PTOmail@bakerbotts.com
<b>Correspondent Name:</b>	BAKER BOTTS L.L.P.
<b>Address Line 1:</b>	1001 PAGE MILL RD.
<b>Address Line 2:</b>	BUILDING ONE, SUITE 200
<b>Address Line 4:</b>	PALO ALTO, CALIFORNIA 94304-1007
<b>ATTORNEY DOCKET NUMBER:</b>	089051.0110

PATENT

<b>NAME OF SUBMITTER:</b>	VANJOHN VISAN
<b>SIGNATURE:</b>	/Vanjohn Visan/
<b>DATE SIGNED:</b>	11/29/2021
<b>Total Attachments: 6</b> source=2021-11-29_Assign_Dec_089051_0110#page1.tif source=2021-11-29_Assign_Dec_089051_0110#page2.tif source=2021-11-29_Assign_Dec_089051_0110#page3.tif source=2021-11-29_Assign_Dec_089051_0110#page4.tif source=2021-11-29_Assign_Dec_089051_0110#page5.tif source=2021-11-29_Assign_Dec_089051_0110#page6.tif	

**COMBINED ASSIGNMENT AND DECLARATION (37 C.F.R. § 1.63)**

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **DeepIntent, Inc.**, a Delaware corporation, having a place of business at 2578 Broadway #599, New York, NY 10025-8844 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in and to all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional patent application filed under 35 U.S.C. § 111(b), non-provisional patent application filed under 35 U.S.C. § 111(a), international patent application filed according to the Patent Cooperation Treaty (PCT), or U.S. national-phase patent application filed under 35 U.S.C. § 371 ("APPLICATION"):

Application No. **17/182,200**, entitled "**AUTOMATIC DATA INTEGRATION FOR PERFORMANCE MEASUREMENT OF MULTIPLE SEPARATE DIGITAL TRANSMISSIONS WITH CONTINUOUS OPTIMIZATION**" filed on **22 February 2021**.

2. The entire worldwide right, title, and interest in and to: (a) the APPLICATION; (b) all patent applications that claim priority to or from the APPLICATION; (c) all patent applications that the APPLICATION claims priority to or from; (d) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other patent applications related thereto which have been or may be filed in the United States or elsewhere in the world; (e) all patents (including reissues and re-examinations) which may be granted on the patent applications set forth in (a), (b), (c), or (d) above; and (f) all right of priority in the APPLICATION and in any underlying provisional or foreign patent application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Title: **AUTOMATIC DATA INTEGRATION FOR PERFORMANCE MEASUREMENT  
OF MULTIPLE SEPARATE DIGITAL TRANSMISSIONS WITH  
CONTINUOUS OPTIMIZATION**  
Date Filed: **22 February 2021**  
Application No.: **17/182,200**

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INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that 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.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

**DECLARATION (37 C.F.R. § 1.63) FOR UTILITY OR DESIGN APPLICATION  
USING AN APPLICATION DATA SHEET (37 C.F.R. § 1.76)**

By signing below, INVENTOR further attests to the following:

- The APPLICATION was made or authorized to be made by INVENTOR.
- INVENTOR believes that INVENTOR is the original inventor or an original joint inventor of a claimed invention in the APPLICATION.
- INVENTOR acknowledges the duty to disclose to the United States Patent and Trademark Office all information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56, which for a continuation-in-part includes information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56 that became available between the filing date of the prior patent application and the National or PCT filing date of the continuation-in-part application.

INVENTOR hereby acknowledges that any willful false statement made in this Declaration is punishable under 18 U.S.C. § 1001 by fine, imprisonment of not more than five years, or both.

Name and Signature

Vaso Dakic  
Vaso Dakic (Mar 11, 2021 16:59 PST) /

**Vaso Dakic**

Date of Signature

Mar 11, 2021

Name and Signature

Sara He  
Sara He (Mar 11, 2021 16:28 PST) /

**Sara He**

Date of Signature

Mar 11, 2021

Name and Signature

Chris Paquette  
Chris Paquette (Mar 11, 2021 16:21 EST) /

**Chris Paquette**

Date of Signature

Mar 11, 2021

Title: **AUTOMATIC DATA INTEGRATION FOR PERFORMANCE MEASUREMENT  
OF MULTIPLE SEPARATE DIGITAL TRANSMISSIONS WITH  
CONTINUOUS OPTIMIZATION**

Date Filed: **22 February 2021**

Application No.: **17/182,200**

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Name and Signature

*Pavel Romanovski* /  
Pavel Romanovski (Mar 11, 2021 18:35 EST)

**Pavel Romanovski**

Date of Signature

Mar 11, 2021

Name and Signature

/ *Jen Werther* /  
Jennifer Werther Padman (Mar 11, 2021 15:28 EST)

**Jen Werther**

Date of Signature

Mar 11, 2021

Name and Signature

*Anton Yazovskiy* /  
Anton Yazovskiy (Mar 15, 2021 13:56 EDT)

**Anton Yazovskiy**

Date of Signature

Mar 15, 2021

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Application No. **17/363,830**, entitled "**AUTOMATIC DATA INTEGRATION FOR PERFORMANCE MEASUREMENT OF MULTIPLE SEPARATE DIGITAL TRANSMISSIONS WITH CONTINUOUS OPTIMIZATION**" filed on **30 June 2021**.

2. The entire worldwide right, title, and interest in and to: (a) the APPLICATION; (b) all patent applications that claim priority to or from the APPLICATION; (c) all patent applications that the APPLICATION claims priority to or from; (d) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other patent applications related thereto which have been or may be filed in the United States or elsewhere in the world; (e) all patents (including reissues and re-examinations) which may be granted on the patent applications set forth in (a), (b), (c), or (d) above; and (f) all right of priority in the APPLICATION and in any underlying provisional or foreign patent application, together with all rights to recover damages for infringement of provisional rights.

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Title: **AUTOMATIC DATA INTEGRATION FOR PERFORMANCE MEASUREMENT  
OF MULTIPLE SEPARATE DIGITAL TRANSMISSIONS WITH  
CONTINUOUS OPTIMIZATION**

Date Filed: **30 June 2021**

Application No.: **17/363,830**

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INVENTOR hereby acknowledges that any willful false statement made in this Declaration is punishable under 18 U.S.C. § 1001 by fine, imprisonment of not more than five years, or both.

Name and Signature \_\_\_\_\_

/ \_\_\_\_\_ /

**Vaso Dakic**

Date of Signature \_\_\_\_\_

\_\_\_\_\_

Name and Signature \_\_\_\_\_

/ \_\_\_\_\_ /

**Sara He**

Date of Signature \_\_\_\_\_

\_\_\_\_\_

Name and Signature \_\_\_\_\_

/ \_\_\_\_\_ /

**Chris Paquette**

Date of Signature \_\_\_\_\_

\_\_\_\_\_

Title: **AUTOMATIC DATA INTEGRATION FOR PERFORMANCE MEASUREMENT  
OF MULTIPLE SEPARATE DIGITAL TRANSMISSIONS WITH  
CONTINUOUS OPTIMIZATION**  
Date Filed: **30 June 2021**  
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Name and Signature

/ /

**Pavel Romanovski**

Date of Signature

Name and Signature

/ /

**Jen Werther**

Date of Signature

Name and Signature

/ /

**Anton Yazovskiy**

Date of Signature

Name and Signature

/ *Sourabh Gandhe* /

**Sourabh Gandhe**

Date of Signature

**Sep 11, 2021**

Name and Signature

/ *Chinmay Kulkarni* /

**Chinmay Kulkarni**

Date of Signature

**Sep 13, 2021**

Name and Signature

/ *Nuupur* /

**Nuupur Adathiya**

Date of Signature

**Sep 20, 2021**