

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT7122983

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	COGNITIVE MEDIA NETWORKS, INC.	02/17/2016
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	VIZIO INSCAPE TECHNOLOGIES, LLC.	
<b>Street Address:</b>	39 TESLA	
<b>City:</b>	IRVINE	
<b>State/Country:</b>	CALIFORNIA	
<b>Postal Code:</b>	92618	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	17028026
<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>	6504617700	
<b>Email:</b>	akakoliris@polsinelli.com	
<b>Correspondent Name:</b>	POL SINELLI LLP	
<b>Address Line 1:</b>	THREE EMBARCADERO CENTER, SUITE 2400	
<b>Address Line 4:</b>	SAN FRANCISCO, CALIFORNIA 94111	
<b>ATTORNEY DOCKET NUMBER:</b>	095130-667920-000730US	
<b>NAME OF SUBMITTER:</b>	ATHENA KAKOLIRIS	
<b>SIGNATURE:</b>	/Athena Kakoliris/	
<b>DATE SIGNED:</b>	01/14/2022	
<b>Total Attachments: 2</b>		
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## ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged,

Assignor: **COGNITIVE MEDIA NETWORKS, INC.**  
1663 MISSION STREET, SUITE 520  
SAN FRANCISCO, CALIFORNIA 94103

hereby assigns and transfers to

Assignee: **VIZIO Inscape Technologies, LLC.**  
39 Tesla  
Irvine, CA 92618

and the successors, assigns and legal representatives of the Assignee the entire right, title and interest in and to the Patent Applications identified in the attached **Exhibit A** and all foreign counterparts (including patent, utility model and industrial designs, together with applications thereon) of said United States Letters Patents and Applications, together with the right to sue for and recover damages for past infringement of said patents. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, and of any division, renewal, continuation in whole or in part, substitution, conversion, reissue prolongation or extension thereof.

IN WITNESS WHEREOF, Assignor has hereunto executed this document this

17<sup>th</sup> day of February, 2016.

**COGNITIVE MEDIA NETWORKS, INC.**  
1663 MISSION STREET  
SAN FRANCISCO, CALIFORNIA 94103

By \_\_\_\_\_

Name typed: \_\_\_\_\_

Title: \_\_\_\_\_

*Jerry C. Huang*

*VP General Counsel, Legal*

**EXHIBIT A**

<b>Patent Application No.</b>	<b>Subject Matter</b>	<b>Filing Date</b>	<b>Country Jurisdiction</b>
14/551,933	Methods for Identifying Video Segments and Displaying Contextually Targeted Content On a Connected Television	11/24/2014	United States
14/678,856	Systems and Methods for Addressing a Media Database Using Distance Associative Hashing	4/3/2015	United States
14/763,158	Monitoring Individual Viewing of Television Events Using Tracking Pixels and Cookies	7/23/2015	United States
14/807,849	Monitoring Individual Viewing of Television Events Using Tracking Pixels and Cookies	7/23/2015	United States