

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>SEQUENCE:</b>	1
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
DANIEL HORTON	12/08/2021
BRYAN MONGEAU	12/08/2021
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	BROADSIGN CANADA COMPANY
<b>Street Address:</b>	1100 ROBERT-BOURASSA
<b>Internal Address:</b>	12TH FLOOR
<b>City:</b>	MONTREAL, QC
<b>State/Country:</b>	CANADA
<b>Postal Code:</b>	H3B 3A5
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	63285671
<b>Application Number:</b>	17581293
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(610)407-0701
<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>	202-715-2898
<b>Email:</b>	jallen@ratnerprestia.com
<b>Correspondent Name:</b>	RATNERPRESTIA
<b>Address Line 1:</b>	1090 VERMONT AVE NW
<b>Address Line 2:</b>	SUITE 1200
<b>Address Line 4:</b>	WASHINGTON, D.C. 20005
<b>ATTORNEY DOCKET NUMBER:</b>	IPDEL-100USP/-100US
<b>NAME OF SUBMITTER:</b>	SUNJEEV S. SIKAND
<b>SIGNATURE:</b>	/Sunjeev S. Sikand/
<b>DATE SIGNED:</b>	01/24/2022
<b>Total Attachments: 2</b>	

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**ASSIGNMENT FROM INVENTORS TO BROADSIGN CANADA COMPANY**

WHEREAS We, Daniel Horton of 745 Rue Alcide-Sauvé, Blainville, Quebec J7C 5T1, Canada; and Bryan Mongeau of 163 Ruskin Dr., Beaconsfield, Quebec H3C 5P1, Canada have made a certain new and useful invention as set forth in a United States Provisional Patent Application, entitled METHOD AND COMPUTING DEVICE FOR PERFORMING DYNAMIC DIGITAL SIGNAGE CAMPAIGN OPTIMIZATION, which was assigned Application No. 63/285,671 and was filed December 3, 2021;

AND WHEREAS, **BROADSIGN CANADA COMPANY (Assignee)**, a company having an address of 1100 Robert-Bourassa, 12th floor, Montreal, Quebec H3B 3A5, CANADA is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, We do hereby sell, assign, transfer and set over unto BROADSIGN CANADA COMPANY, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including the right of priority and including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, We hereby agree with the said Assignee that We will not execute any writing or do any act whatsoever conflicting with these presents, and that We will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor(s) and Assignee;

AND We also agree that we will not engage, participate, or take part in any action conflicting with this Assignment, including but not limited to challenging the validity or patentability or enforceability of any patent rights relating to this invention or assisting others with such a challenge;

AND If provision in this Assignment is held invalid, illegal or unenforceable, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby;

AND We hereby grant the Assignee, its successors, legal representatives and assigns, the power to insert on this instrument any further identification that may be necessary or desirable to comply with the recordation rules of any appropriate and competent authority, including, without

**Docket No.: IPDEL-100USP**

limitation, the United States Patent and Trademark Office.

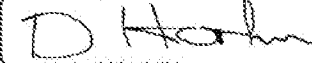
AND We hereby agree that this Assignment may be executed in two or more counterparts each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

AND We request the Commissioner for Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said BROADSIGN CANADA COMPANY, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

12/8/2021

Date

DocuSigned by:

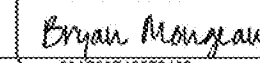


Daniel Horton

12/8/2021

Date

DocuSigned by:



Bryan Mongeau