

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT7343015

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
PLACED, LLC	05/04/2022
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	FOURSQUARE LABS, INC.
<b>Street Address:</b>	50 WEST 23RD STREET, 8TH FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10010
<b>PROPERTY NUMBERS Total: 14</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14825978
Application Number:	62037025
Patent Number:	8972357
Patent Number:	11182383
Patent Number:	10204137
Application Number:	17532587
Patent Number:	8768876
Patent Number:	9256832
Patent Number:	9723450
Application Number:	15664496
Patent Number:	10423983
Application Number:	16544483
Patent Number:	10817898
Application Number:	17080586
<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>Email:</b>	jacquelyn.slate@faegredrinker.com
<b>Correspondent Name:</b>	FAEGRE DRINKER BIDDLE & REATH

**Address Line 1:** 1144 15TH STREET, SUITE 3400  
**Address Line 4:** DENVER, COLORADO 80202

**NAME OF SUBMITTER:** ANDREW T. POUZESHI

**SIGNATURE:** /Andrew T. Pouzeshi, Reg. No. 67,672/

**DATE SIGNED:** 05/22/2022

**Total Attachments: 3**

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## ASSIGNMENT

WHEREAS, PLACED, LLC, a corporation organized and existing under and by virtue of the laws of the State of Washington (hereinafter "Assignor"), hereby sells, assigns, transfers, and conveys to:

Foursquare Labs, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 50 West 23rd Street, 8th Floor, New York, NY 10010 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to Assignor's said inventions, improvements and applications and in and to the Letters Patent to be obtained listed in "Exhibit A," attached hereto.

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable considerations, the receipt and sufficiency whereof is hereby acknowledged, Assignor has sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and the right(s) to claim priority thereto, and in and to the application, all patent applications based upon said application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, Assignor hereby agrees that Assignor and its agent and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to Assignor relating to said improvements and the history thereof and will testify in all

legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

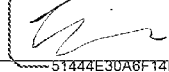
AND, furthermore Assignor covenants and agrees with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by Assignor.

ASSIGNOR certifies that the person signing this assignment is a lawful representative of ASSIGNOR and is authorized to execute this assignment its behalf.

Read and approved this 4th day of May, 2022 by:

Signature of Assignor: \_\_\_\_\_  
Name: Marc Ellenbogen  
Title: General Counsel  
PLACED, LLC

DocuSigned by:



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Read and approved this 4th day of May, 2022 by:

Signature of Assignee: \_\_\_\_\_  
Name: Marc Ellenbogen  
Title: General Counsel  
Foursquare Labs, Inc.

DocuSigned by:



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**EXHIBIT A**

<b>Title</b>	<b>Country</b>	<b>Application No.</b>	<b>Filing Date</b>	<b>Patent No.</b>	<b>Issue Date</b>
ATTRIBUTING IN-STORE VISITS TO MEDIA CONSUMPTION BASED ON DATA COLLECTED FROM USER DEVICES	US	14/825978	13-Aug-2015		
ATTRIBUTING IN-STORE VISITS TO MEDIA CONSUMPTION BASED ON DATA COLLECTED FROM USER DEVICES	US	62/037025	13-Aug-2014		
SYSTEM AND METHOD FOR DATA COLLECTION TO VALIDATE LOCATION DATA	US	13/405182	24-Feb-2012	8,972,357	3-Mar-2015
SYSTEM AND METHOD FOR DATA COLLECTION TO VALIDATE LOCATION DATA	US	16/190997	14-Nov-2018	11,182,383	23-Nov-2021
SYSTEM AND METHOD FOR DATA COLLECTION TO VALIDATE LOCATION DATA	US	13/892201	10-May-2013	10,204,137	12-Feb-2019
SYSTEM AND METHOD FOR DATA COLLECTION TO VALIDATE LOCATION DATA	US	17/532587	22-Nov-2021		
INFERENCE PIPELINE SYSTEM AND METHOD	US	13/405190	24-Feb-2012	8,768,876	1-Jul-2014
INFERENCE PIPELINE SYSTEM AND METHOD	US	14/300102	9-Jun-2014	9,256,832	9-Feb-2016
INFERENCE PIPELINE SYSTEM AND METHOD	US	15/018538	8-Feb-2016	9,723,450	1-Aug-2017
INFERENCE PIPELINE SYSTEM AND METHOD	US	15/664496	31-Jul-2017		
DETERMINING TARGETING INFORMATION BASED ON A PREDICTIVE TARGETING MODEL	US	14/488074	16-Sep-2014	10,423,983	24-Sep-2019
DETERMINING TARGETING INFORMATION BASED ON A PREDICTIVE TARGETING MODEL	US	16/544483	19-Aug-2019		
DETERMINING EXPOSURES TO CONTENT PRESENTED BY PHYSICAL OBJECTS	US	15/005909	25-Jan-2016	10,817,898	27-Oct-2020
DETERMINING EXPOSURES TO CONTENT PRESENTED BY PHYSICAL OBJECTS	US	17/080586	26-Oct-2020		