

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT7500266

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	THE UK TRADE DESK LTD.	10/16/2019
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	THE TRADE DESK, INC.	
<b>Street Address:</b>	42 N. CHESTNUT STREET	
<b>City:</b>	VENTURA	
<b>State/Country:</b>	CALIFORNIA	
<b>Postal Code:</b>	93001	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	16908574
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(214)978-3099	
<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>	2149783000	
<b>Email:</b>	docket@bakermckenzie.com, Vas.Vedantam@bakermckenzie.com, Marcy.Ogado@bakermckenzie.com	
<b>Correspondent Name:</b>	BAKER & MCKENZIE LLP	
<b>Address Line 1:</b>	1900 NORTH PEARL STREET	
<b>Address Line 2:</b>	SUITE 1500	
<b>Address Line 4:</b>	DALLAS, TEXAS 75201	
<b>ATTORNEY DOCKET NUMBER:</b>	TTD-001-CON	
<b>NAME OF SUBMITTER:</b>	MARCY OGADO	
<b>SIGNATURE:</b>	/Marcy Ogado/	
<b>DATE SIGNED:</b>	08/23/2022	
<b>Total Attachments: 4</b>		
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**ASSIGNMENT**

WHEREAS, THE UK TRADE DESK LTD. (hereinafter referred to as "Assignor"),

with an address of:   One Bartholomew  
                                  Barts Square  
                                  10th Floor  
                                  London EC1A 7BL  
                                  United Kingdom

is the owner of the below applications for Letters Patent, said applications having been designated as set forth in **Schedule A**; and

WHEREAS, THE TRADE DESK, INC. (hereinafter referred to as "Assignee"),

with an address of:   42 N. Chestnut Street,  
                                  Ventura, California 93001

desires to acquire the entire right, title, and interest in and to the inventions described in said applications, and in and to said applications and any Letters Patent that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to the Assignee, all of its right, title, and interest in and to said inventions, including the right of priority for any previously filed provisional or regular patent applications related to said inventions, in and to said applications and all patents which may be granted therefor, and all provisional applications, divisional applications, national stage applications, reissue applications, continuation applications, continuation-in-part applications, and extensions thereof, and in and to said Letters Patent, and all provisional applications, divisional applications, national stage applications, reissue applications, continuation applications, continuation-in-part applications, and extensions thereof.

The Assignor also assigns to the Assignee, all of its right, title, and interest in and to said inventions throughout the world, including the right of priority for any previously filed

provisional or regular patent applications related to said inventions, including the right to file applications and obtain patents, utility models, industrial models, and designs for said inventions in its own name throughout the world, including all rights to publish cautionary notices reserving ownership of said inventions and all of its rights to register said inventions in appropriate registries, together with all of its rights to sue for past, present, and future infringements or misappropriations of said inventions; and the Assignor further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title, and interest in the Assignee. The Assignor warrants that, to the best of its knowledge, the rights and property conveyed are free and clear of any encumbrance.

The Assignor will communicate to the Assignee any facts known to it respecting any improvements; and, the Assignor will testify in any legal proceedings, sign all lawful papers, execute all provisional, divisional, national stage, continuation, continuation-in-part, reissue, and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in the Assignee and to aid the Assignee to obtain and enforce proper protection for said inventions in all countries. The Assignor agrees not to subsequently challenge the validity or enforceability of any patents covering said inventions, whether administratively, through the courts, or otherwise.

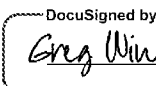
This Assignment shall be binding on the parties' successors, assigns, and legal representatives.

The undersigned further declare that all statements made herein of their own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements and the like so made are punishable by fine or imprisonment, or both, and that such willful and false statements may jeopardize the validity of said applications or any patents issued thereon.

IN WITNESS WHEREOF, the Assignor has executed and delivered this Assignment to be made effective as of January 22, 2018.

ASSIGNOR:

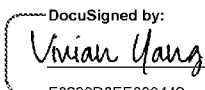
THE UK TRADE DESK LTD.

By:  \_\_\_\_\_  
DocuSigned by:  
BB8F1CA207C34FB...  
Name: Greg Win \_\_\_\_\_  
Title: VP, Finance \_\_\_\_\_  
Date: 10/16/2019 | 12:51:19 AM PDT \_\_\_\_\_

IN WITNESS WHEREOF, the Assignee has executed and delivered this Assignment to be made effective as of January 22, 2018.

ASSIGNEE:

THE TRADE DESK, INC.

By:  \_\_\_\_\_  
DocuSigned by:  
E8239D0EE039442...  
Name: Vivian Yang \_\_\_\_\_  
Title: Chief Legal officer \_\_\_\_\_  
Date: 10/16/2019 | 10:00:33 AM PDT \_\_\_\_\_

**Schedule A**

PCT App. No.	PCT/US2018/014807
U.S. App. No.	15/412245
G.B. App. No.	1604649.2