

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7500278

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ADBRAIN LTD	08/03/2018
RECEIVING PARTY DATA		
Name:	THE UK TRADE DESK LTD.	
Street Address:	20 FARRINGDON RD.	
Internal Address:	5TH FLOOR	
City:	LONDON	
State/Country:	UNITED KINGDOM	
Postal Code:	EC1M 3HE	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	16908574
CORRESPONDENCE DATA		
Fax Number:	(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>		
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ATTORNEY DOCKET NUMBER:	TTD-001-CON	
NAME OF SUBMITTER:	MARCY OGADO	
SIGNATURE:	/Marcy Ogado/	
DATE SIGNED:	08/23/2022	
Total Attachments: 4		
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**ABSTRACT OF ASSET PURCHASE DEED
EXECUTED BETWEEN ADBRAIN LTD
AND THE UK TRADE DESK LTD**

WHEREAS, this Abstract memorializes and is subject to the terms and conditions of the Asset Purchase Deed dated October 24, 2017 executed between **ADBRAIN LTD (In Administration)** (referred to herein as “Assignor”) and **THE UK TRADE DESK LTD**. (hereinafter referred to as “Assignee”), wherein in the Asset Purchase Deed, Assignor/owner, by assignment, assigned all right, title and interest to and in the patents, patent applications, and any inventions embodied therein listed in Schedule A attached hereto, transferred to Assignee, all right, title, and interest in the inventions embodied in the patents and patent applications set forth in Schedule A;

AND WHEREAS, Assignee, is desirous of recording ownership of its previously acquired rights including recording its entire right, title and interest in and to the inventions, and in and to said patent applications for the inventions, and in and to any and all Letters Patents which issue thereon, and such other rights as set forth herein both in the United States and all foreign countries that may be obtained therefore (hereinafter collectively “Patent Rights”);

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignor hereby does, sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned Patent Rights and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefore and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made;

AND for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will sign all papers and documents, take all lawful oaths for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said Patent Rights, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise;


AND Assignor hereby requests the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said Inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns;

AND Assignor hereby grants the following individuals the power to insert on this Assignment any further identification which 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:

HONIGMAN MILLER SCHWARTZ AND COHN LLP

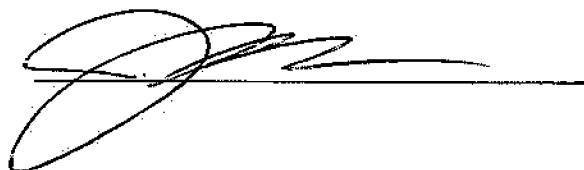
All practitioners at Customer Number 44200.

ADBRAIN LTD (IN ADMINISTRATION)


PAUL WILLIAMS
JOINT ADMINISTRATOR
AS AGENT FOR THE COMPANY AND WITHOUT PRESENCE CREDIT

Date: 3 August 2018

THE UK TRADE DESK LTD



Date: 6 August 2018

SCHEDULE A
THE TRADE DESK INC.

COUNTRY	REFERENCE #	TYPE	FILED	SERIAL #	ISSUED	PATENT #	STATUS
DATA COMMUNICATION SYSTEMS AND METHODS OF OPERATING DATA COMMUNICATION SYSTEMS							
UNITED STATES	260287-424311	NEW	3/18/2016	15/073,717			PUBLISHED
UNITED KINGDOM	260287-424810	OTH	3/18/2016	1604849.2			PUBLISHED
WIPO	260287-424809	CEQ	3/20/2017	PCT/EP2017/025053			PUBLISHED
DATA PROCESSING SYSTEM AND METHOD OF ASSOCIATING INTERNET DEVICES BASED UPON DEVICE USAGE							
UNITED STATES	260287-424478	NEW	1/23/2017	15/412,245			PUBLISHED
WIPO	260287-424312	CEQ	1/23/2016	PCT/US2016/014607			PENDING
UNITED KINGDOM	260287-424613	OTH	1/23/2017	1701126.3			PENDING
SYSTEM AND METHOD FOR SYNCHRONIZING IDENTIFIERS ASSOCIATED WITH USERS							
UNITED STATES	260287-424476	NEW	7/20/2016	15/214,762			PUBLISHED

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