# 507470872 09/01/2022

# PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT7517765

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Name         Execution Date           BRENDAN KITTS         01/27/2015           DYNG AU         01/27/2015           DYNG AU         01/27/2015           ALFRED LEE         02/06/2015           RECEIVING PARTY DATA           Name:         LUCID COMMERCE, INC.           Street Address:           159 SOUTH JACKSON STREET           Internal Address:           SUITE 200           City:           SEATTLE           State/Country:           WASHINGTON           Postal Code:           98104           PROPERTY NUMBERS Total: 1           Property Type         Number           Application Number:         17823981           CORRESPONDENCE DATA           Fax Number:           CORRESPONDENCE DATA           Fax number, if provided; if that is unsuccessful, it will be sent via US Mail.           Phone:         2028083550           Email:           viyon@bomcip.com           Correspondent Name:           BOCKOFF MCANDREWS PLLC           Address Line 1:         2020 K STREET NW	NATURE OF CONVEYANCE:		ASSIGNMENT	ASSIGNMENT	
BRENDAN KITTS 01/27/2015 DYNG AU 01/27/2015 DYNG AU 01/27/2015 ALFRED LEE 02/06/2015 RECEIVING PARTY DATA Name: LUCID COMMERCE, INC. Street Address: 159 SOUTH JACKSON STREET Internal Address: SUITE 200 City: SEATTLE State/Country: WASHINGTON Postal Code: 98104 PROPERTY NUMBERS Total: 1 Property Type Number Application Number: 17823981 CORRESPONDENCE DATA Fax Number: 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. Phone: 2028083550 Email: vlyon@bomcip.com Correspondent Name: BOCKOFF MCANDREWS PLLC Address Line 1: 2020 K STREET NW Address Line 1: 2020 K STREET NW Address Line 1: 2020 K STREET NW Address Line 1: WASHINGTON, D.C. 20006 TTORNEY DOCKET NUMBER: 00008-0089-06000 AME OF SUBMITTER: RANDAL K. WHITEHEAD IGNATURE: / Randal K. Whitehead /	CONVEYING PARTY DA	АТА			
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PATENT REEL: 060968 FRAME: 0019

#### ASSIGNMENT

WHEREAS I, a below named inventor, have made a new and useful invention described in a patent application entitled:

## SYSTEMS AND METHODS FOR A TELEVISION SCORING SERVICE THAT LEARNS TO REACH A TARGET AUDIENCE

for which I executed an application for United States Letters Patent filed in the U.S. Patent and Trademark Office ("USPTO") herewith, and/or being identified in the USPTO by Application No. <u>14/586,746</u>, filed <u>December 30, 2014</u>, and

WHEREAS, Lucid Commerce, Inc., a corporation of Washington, whose post office address is 159 South Jackson Street, Suite 200, Seattle, Washington 98104 (hereinafter referred to as Assignee), is desirous of securing and memorializing its entire right, title, and interest in and to this invention in all countries throughout the world, and in and to any provisional or nonprovisional applications for United States Letters Patent on this invention and any Letters Patent to be issued upon this application or any application claiming priority to this application;

NOW THEREFORE, be it known that, for good and valuable consideration, the receipt of which from Assignee is hereby acknowledged, I have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my entire right, title, and interest in and to this invention, U.S. Provisional Application No. 61/922,007, filed on December 30, 2013, all nonprovisional applications, divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above application(s) and/or Letters Patent, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I HEREBY covenant that I have the full right to convey the interest assigned by this Assignment, and I have not executed and will not execute any agreement in conflict with this Assignment;

AND, I HEREBY authorize the Assignee (or its designee) to apply for patent (or similar legal protection) in its own name if desired, in any and all countries;

AND. I HEREBY further covenant and agree that I will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all nonprovisional, divisional,

## PATENT REEL: 060968 FRAME: 0020

Page 1 of 2

continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, We have hereunto set our hands.

Name:	Brendan KITTS
Address:	4506 S.W. Alaska Street
	Seattle, Washington 98116
	USA
Signed:	
Date:	
Name:	Dyng AU
Address:	1949 E. Blaine Street
	Seattle, Washington 98112
	USA
Signed:	
Date:	
Name:	AHEE ALGON LOC
Address:	6841 17th Ávenue NE
-	Seattle, Washington 98115
-	USA
Signed: 🖉	<u>JANASE</u>
Date:	146/2015
	and the second

continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, We have hereunto set our hands.

Name:	Brendan KITTS
Address:	4506 S.W. Alaska Street
	Seattle, Washington 98116
	USA
Signed:	B. J. 1550
Date:	- Jan 22 2015
Name:	Dyng AU
Address:	1949 E. Blaine Street
7 10010000.	Seattle, Washington 98112
	USA
Signed:	
Date:	
Name:	AILEE
Address:	6841 17th Avenue NE
	Seattle, Washington 98115 USA
Signed:	
Date:	

Page 2 of 2

**RECORDED: 09/01/2022**