

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CHRISTINE ANDERSON	07/01/2021
MARK A. PATTERSON JR.	07/01/2021
LINA M. DAVIS	07/01/2021
STAS A. GOLDOBIN	07/01/2021
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Name:	THE TRADE DESK, INC.
Street Address:	42 N. CHESTNUT STREET
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17833837
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ATTORNEY DOCKET NUMBER:	TTD-004-CON-2
NAME OF SUBMITTER:	MARCY OGADO
SIGNATURE:	/Marcy Ogado/
DATE SIGNED:	12/08/2022
Total Attachments: 6	
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ASSIGNMENT

WHEREAS, we the undersigned inventor(s) of residence(s) as listed, have invented certain new and useful improvements as below entitled, for which an application for United States Letters Patent is made, said application having been designated as set forth below and filed on or about the date set forth below; and

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

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

desires to acquire the entire right, title and interest in and to the invention, and in and to the said application and any Letters Patent(s) that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we assign to Assignee, all right, title and interest in and to said invention, including the right of priority for any previously filed provisional or regular patent applications related to the invention described below, and in and to said application and all patents which may be granted therefor, and all divisions, reissues, continuations, continuations-in-part and extensions thereof; and we authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as my/our interest is concerned, to Assignee.

We also assign to Assignee, all right, title and interest in and to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world, including the right of priority for any previously filed provisional or regular patent applications related to the invention described below, including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries, together with all rights to sue for past, present, and future infringements or misappropriations of the invention, and we further agree 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 Assignee. We warrant that, to the best of our knowledge, the rights and property conveyed are free and clear of any encumbrance.

We will communicate to Assignee any facts known to us respecting any improvements; and, at the expense of Assignee, we will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

We agree not to subsequently challenge the validity or enforceability of any patents covering said invention, whether administratively, through the courts, or otherwise.

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

Invention Name: **Computing Network for Implementing a Contextual
Navigation and Action User Experience Framework and
Flattening Deep Information Hierarchies**

Serial No.: _____

Date Filed: _____

We hereby grant all practitioners with the firm of Baker & McKenzie LLP (Customer Number **23562**), 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.

The undersigned further declare(s) that all statements made herein of his/her/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, under Section 1001 of Title 18 of the United States Code and that such willful and false statements may jeopardize the validity of the application or any patent issued thereon.

Signature of Inventor(s):



Inventor(s) Name:

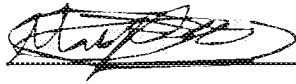
Christine Anderson

Residence (City, Country): San Jose, CA, USA

Date:

7/1/21

Signature of Inventor(s):



Inventor(s) Name: Mark A. Patterson Jr.

Residence (City, Country): Wheat Ridge, CO, USA

Date: 7/1/21

Signature of Inventor(s): Lina Davis

Inventor(s) Name: Lina M. Davis

Residence (City, Country): Eagle, CO, USA

Date: 07/01/2021

Signature of Inventor(s):



Inventor(s) Name:

Stas A. Goldobin

Residence (City, Country): San Francisco, CA, USA

Date:

July 1, 2021
