

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT7962569

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | NEW ASSIGNMENT                              |                       |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | ASSIGNMENT                                  |                       |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                                             |                       |
|                                                                                                                                                                                                 | <b>Name</b>                                 | <b>Execution Date</b> |
|                                                                                                                                                                                                 | MAD TECHNOLOGIES FOUNDATION LTD             | 11/16/2022            |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                                             |                       |
| <b>Name:</b>                                                                                                                                                                                    | ALICENET FOUNDATION                         |                       |
| <b>Street Address:</b>                                                                                                                                                                          | 3119 9 FORUM LANE, CAMANA BAY, P.O. BOX 144 |                       |
| <b>City:</b>                                                                                                                                                                                    | GRAND CAYMAN KY1-9006                       |                       |
| <b>State/Country:</b>                                                                                                                                                                           | CAYMAN ISLANDS                              |                       |
| <b>PROPERTY NUMBERS Total: 5</b>                                                                                                                                                                |                                             |                       |
|                                                                                                                                                                                                 | <b>Property Type</b>                        | <b>Number</b>         |
|                                                                                                                                                                                                 | <b>Patent Number:</b>                       | 11397968              |
|                                                                                                                                                                                                 | <b>Application Number:</b>                  | 17340835              |
|                                                                                                                                                                                                 | <b>Patent Number:</b>                       | 11176571              |
|                                                                                                                                                                                                 | <b>Patent Number:</b>                       | 11062054              |
|                                                                                                                                                                                                 | <b>PCT Number:</b>                          | US1956886             |
| <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>                                                                                                                                                                                   | derek@plusfirm.com                          |                       |
| <b>Correspondent Name:</b>                                                                                                                                                                      | DEREK FAHEY                                 |                       |
| <b>Address Line 1:</b>                                                                                                                                                                          | 101 NE 3RD AVENUE, SUITE 1500               |                       |
| <b>Address Line 4:</b>                                                                                                                                                                          | FT. LAUDERDALE, FLORIDA 33301               |                       |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                       | DEREK FAHEY                                 |                       |
| <b>SIGNATURE:</b>                                                                                                                                                                               | /Derek Fahey/                               |                       |
| <b>DATE SIGNED:</b>                                                                                                                                                                             | 05/19/2023                                  |                       |
| <b>Total Attachments: 4</b>                                                                                                                                                                     |                                             |                       |
| source=For US Assignment#page1.tif                                                                                                                                                              |                                             |                       |
| source=For US Assignment#page2.tif                                                                                                                                                              |                                             |                       |
| source=For US Assignment#page3.tif                                                                                                                                                              |                                             |                       |
| source=For US Assignment#page4.tif                                                                                                                                                              |                                             |                       |

**ALICENET FOUNDATION  
INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT**

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT ("**IP Assignment**"), dated on November [16], 2022 (the "**Effective Date**"), is made by Mad Technologies Foundation LTD. ("**Seller**"), a Singapore Foundation, having a place of business at 60 Paya Lebar Road, #08-05 Paya Lebar Square, Singapore, Singapore, 409051 in favor of AliceNet Foundation ("**Buyer**"), a Cayman Islands Foundation Company, having an address of 3119 9 Forum Lane, Camana Bay, P.O. Box 144, Grand Cayman KY1-9006, Cayman Islands, the purchaser of certain assets of Seller pursuant to an Asset Purchase Agreement between Buyer and Seller, dated [11/16/22] (the "**Asset Purchase Agreement**").

*November 16, 2022*

**WHEREAS**, under the terms of the Asset Purchase Agreement, Seller has conveyed, transferred, and assigned to Buyer, among other assets, certain intellectual property of Seller, and has agreed to execute and deliver this IP Assignment, for recording with the United States Patent and Trademark Office, and corresponding entities or agencies in any applicable jurisdictions;

**NOW THEREFORE**, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably conveys, transfers, and assigns to Buyer, and Buyer hereby accepts, all of Seller's right, title, and interest in and to the following (the "**Assigned IP**") :

(a) the patents and patent applications set forth on Schedule I hereto, the inventions disclosed therein, within the United States of America, its territorial possessions and all foreign countries and any United States or foreign Letters Patent that may be granted therefrom, and all issuances, divisions, continuations, continuations-in-part, reissues, extensions, reexaminations, and renewals thereof (the "**Patents**");

(b) all rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Seller hereby authorizes the Commissioner for Patents in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this IP Assignment upon request by Buyer. Following the date hereof, upon Buyer's reasonable request, and at Buyer's sole cost and expense, Seller shall take such steps and actions, and provide such cooperation and assistance to Buyer and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned IP to Buyer, or any assignee or successor thereto.

3. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this IP Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned IP.

The representations, warranties, covenants, agreements, and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.

4. Counterparts. This IP Assignment may be executed in any number of counterparts, including by portable document format (PDF), DocuSign or any similar method (and the parties to this Agreement shall be entitled to rely on any such electronic signature for the purposes of the Electronic Transactions Act (as amended) of the Cayman Islands), each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

5. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This IP Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this IP Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the Cayman Islands, without giving effect to any choice or conflict of law provision or rule (whether of the Cayman Islands or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Seller and Buyer have duly executed and delivered this IP Assignment on the Effective Date first above written.

**Buyer: AliceNet Foundation**

[Signature]  
Buyer Signature

16/11/2022  
Date

Adam Helfgott  
Name

President  
Title

AliceNet Foundation  
Company

**Seller: Mad Technologies Foundation LTD.**

[Signature]  
Seller Signature

16/11/2022  
Date

Spencer Potts  
Name

Director  
Title

Mad Technologies Foundation LTD.  
Company

**First Witness:**

16/11/2022

**Second Witness:**

16/11/2022

[Signature]  
Signature

11/16/22  
Date

[Signature]  
Signature

11/16/22  
Date

Samantha Klepper  
Name

Tom Tilgner  
Name

34 Enclave Circle, Savannah Ga.  
Address

17 Pittfield Ave., Old Greenwich, CT  
Address

State of New York

County of New York

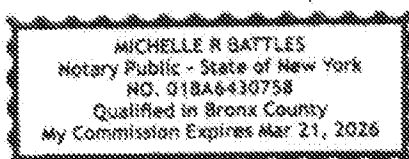
On this 16<sup>th</sup> day of November, 2022, before me, the undersigned, a Notary Public

in and for said State, personally appeared, Adam Helfgott,  
Spencer Potts

\_\_\_\_\_, personally known to me or proved to me on the basis of satisfactory evidence to be the individuals whose names are subscribed to the written instrument and acknowledged to me that he/she/they executed the same in his/her/their capacities, and that by his/her/their signatures on the instrument, the individuals, or the person or entity upon behalf of which the individuals acted, executed the instrument.

[Signature]  
Notary Public, State of New York

03/21/2026  
My commission expires



## SCHEDULE 1

### ASSIGNED PATENTS AND PATENT APPLICATIONS

The "Intellectual Property" comprises the following technology:

| Title                                                                                                                        | Application No. / Patent No.                          |
|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | US Patent No. 11,691,968                              |
| METHODS AND SYSTEM FOR PROVIDING OVERSIGHT AND AUDITING OF ADVERTISEMENT IMPRESSIONS AND FOR RUNNING ADVERTISEMENT CAMPAIGNS | US Patent Application Serial No. 17,780,535           |
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | US Patent Serial No. 11,176,171                       |
| METHODS AND SYSTEM FOR PROVIDING OVERSIGHT AND AUDITING OF ADVERTISEMENT IMPRESSIONS AND FOR RUNNING ADVERTISEMENT CAMPAIGNS | US Patent Serial No. 11,962,851                       |
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | PCT Patent Application Serial No. PCT/US184666        |
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | Canadian Patent Application Serial No. 2,111,036      |
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | Chinese Patent Application Serial No. 20198010440.6   |
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | European Patent Application Serial No. 19827916.1     |
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | Indonesian Patent Application Serial No. 809702182008 |
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | Indian Patent Application Serial No. 202167918447     |
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | Korean Patent Application Serial No. 2021-7589792     |
| METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE                                                  | Singapore Patent Application Serial No. 11/2021014832 |