

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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Assignment ID: PATI129954

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Pulkit AGGARWAL	03/15/2024
Abhishek BAMBHA	03/15/2024
Rohit MAHTO	03/19/2024
Nam VO	03/28/2024
Fei XIAO	03/15/2024
<b>RECEIVING PARTY DATA</b>	
<b>Company Name:</b>	ROKU, INC.
<b>Street Address:</b>	1173 Coleman Avenue
<b>City:</b>	San Jose
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95110
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	18076955
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<b>ATTORNEY DOCKET NUMBER:</b>	3634.3230000
<b>NAME OF SUBMITTER:</b>	Tonyia Skinner
<b>SIGNATURE:</b>	Tonyia Skinner
<b>DATE SIGNED:</b>	03/29/2024
<b>Total Attachments: 2</b>	

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**ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by each of the undersigned inventors: **Pulkit AGGARWAL, Abhishek BAMBHA, Rohit MAHTO, Nam VO and Fei XIAO**, the undersigned hereby sell and assign to **Roku, Inc.**, a corporation formed under the laws of the State of Delaware, whose mailing address is 1173 Coleman Avenue, San Jose, California 95110 (hereafter referred to as the Assignee), his/her entire right, title and interest, including the right to sue for past infringement and to collect for all past, present and future damages, for the United States of America (as defined in 35 U.S.C. § 100) and throughout the world,

(a) in the invention(s) known as **DEMOGRAPHIC PREDICTIONS FOR CONTENT ITEMS** for which an application(s) for patent in the United States of America has been executed by the undersigned and has a filing date or a 371(c) date of December 7, 2023 (also known as United States Application No. 18/076,955), in any and all applications thereon, in any and all Letters Patent(s) therefor, and

(b) in any and all application(s) that claim the benefit of the patent application listed above in part (a), including non-provisional applications, continuing (continuation, divisional, or continuation-in-part) applications, reissues, extensions, renewals and reexaminations of the patent application or Letters Patent therefor listed above in part (a), to the full extent of the term or terms for which Letters Patents issue, and

(c) in any and all invention(s) described in the patent application listed above in part (a), and in any and all forms of intellectual and industrial property protection derivable from such patent application, and that are derivable from any and all continuing applications, reissues, extensions, renewals and reexaminations of such patent application, including, without limitation, patents, applications, utility models, inventor's certificates, and designs together with the right to file applications therefor; and including the right to claim the same priority rights from any previously filed applications under the International Agreement for the Protection of Industrial Property, or any other international agreement, or the domestic laws of the country in which any such application is filed, as may be applicable;

all such rights, title and interest to be held and enjoyed by the above-named Assignee, its successors, legal representatives and assigns to the same extent as all such rights, title and interest would have been held and enjoyed by the undersigned inventors had this assignment and sale not been made.

The undersigned inventors agree to execute all papers necessary in connection with the application(s) and any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue, reexamination or corresponding application(s) thereof and also to execute separate assignments in connection with such application(s) as the Assignee may deem necessary or expedient.

The undersigned inventors agree to execute all papers necessary in connection with any interference or patent enforcement action (judicial or otherwise) related to the application(s) or any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue or reexamination application(s) thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference or patent enforcement action.



Appl. No. 18/076,955  
Atty. Docket No. 3634.3230000

The undersigned inventors hereby represent that he/she has full right to convey the entire interest herein assigned, and that he/she has not executed, and will not execute, any agreement in conflict therewith.

The undersigned inventors hereby grant the patent practitioners associated with **CUSTOMER NUMBER 176536** the power to insert in this assignment any further identification that 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.

IN WITNESS WHEREOF, executed by the undersigned inventors on the dates opposite the undersigned names.

	Date:	Signature of Inventor:	Name:
1.	<u>3/15/2024</u>	<u>/ Pulkit AGGARWAL</u>	<u>Pulkit AGGARWAL</u>
2.	<u>3/15/2024</u>	<u>/ Abhishek Bambha</u>	<u>Abhishek BAMBHA</u>
3.	<u>3/19/2024</u>	<u>/ Rohit MAHTO</u>	<u>Rohit MAHTO</u>
4.	<u>3/28/2024</u>	<u>/ Nam VO</u>	<u>Nam VO</u>
5.	<u>3/15/2024</u>	<u>/ Fei XIAO</u>	<u>Fei XIAO</u>

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