

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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Assignment ID: PATI655494

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
IRIS.TV LLC		11/22/2024
RECEIVING PARTY DATA		
Company Name:	Viant Technology LLC	
Street Address:	2722 MICHELSON DRIVE	
Internal Address:	#100	
City:	IRVINE	
State/Country:	CALIFORNIA	
Postal Code:	92612	
PROPERTY NUMBERS Total: 21		
Property Type	Number	
Patent Number:	8635220	
Patent Number:	9524340	
Patent Number:	10165318	
Patent Number:	11379521	
Patent Number:	11568451	
Patent Number:	11763173	
Patent Number:	11526912	
Patent Number:	11704700	
Patent Number:	11935094	
Patent Number:	11526922	
Patent Number:	11562259	
Application Number:	17858017	
Application Number:	17949811	
Application Number:	18231642	
Application Number:	18440246	
Application Number:	17942686	
Application Number:	16285147	
Application Number:	18369084	
Application Number:	18101107	

PATENT

Property Type	Number
Application Number:	16809430
Application Number:	18100286

CORRESPONDENCE DATA

Fax Number: 3106418798

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.

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Correspondent Name: Jason S. Feldmar

Address Line 1: P.O. Box 397

Address Line 4: Hermosa Beach, CALIFORNIA 90254

ATTORNEY DOCKET NUMBER:	257.00001
NAME OF SUBMITTER:	Robyn Fieland
SIGNATURE:	Robyn Fieland
DATE SIGNED:	11/25/2024

Total Attachments: 4

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ASSIGNMENT/DECLARATION

WHEREAS, IRIS.TV LLC, a corporation organized and existing under and by virtue of the laws of the State of Delaware in the United States, and having an office and place of business at 2722 Michelson Drive #100, Irvine, California 92612 (hereinafter "Assignor(s)"), made certain new and useful inventions and improvements as identified in the Schedule A attached hereto.

AND WHEREAS, Viant Technology LLC, a corporation organized and existing under and by virtue of the laws of the State of Delaware in the United States, and having an office and place of business at 2722 Michelson Drive #100, Irvine, California 92612 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application(s) and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar and other good and valuable considerations, the receipt and sufficiency whereof is hereby acknowledged, Assignor(s) have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application(s), and in and to the application(s), all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all application(s) which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and do hereby authorize and request the Commissioner for Patents to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns;

AND, for the consideration aforesaid, Assignor(s) do hereby agree that they and their executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts

known to Assignor(s) relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, application(s), Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be;

AND, an attorney of record is authorized and requested by the execution of this assignment to insert into this assignment the filing date and serial number of said application(s) when officially known;

AND, furthermore Assignor(s) covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by Assignor(s) and that full right to convey the same as herein expressed is possessed by Assignor(s).

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Date: 11/22/2024

Signature: _____

DocuSigned by:

Ritesh Patel

07E831AD59E4471...

Name: Ritesh Patel

Title: Chief Legal officer

IRIS.TV LLC

Date: 11/22/2024

Signature: _____

DocuSigned by:

Ritesh Patel

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Name: Ritesh Patel

Title: Chief Legal officer

Viant Technology LLC

SCHEDULE A

Issued Patents

Title	Country	Application No.	Filing Date	Patent No.	Grant Date	Status
Digital Content Curation And Distribution System And Method	US	13/452,505	4/20/2012	8,635,220 B2	1/21/2014	Issued
Digital Content Curation And Distribution System And Method	US	14/160,495	1/21/2014	9,524,340 B1	12/20/2016	Issued
Digital Content Curation And Distribution System And Method	US	15/385,845	12/20/2016	10,165,318 B1	12/25/2018	Issued
Digital Content Curation And Distribution System And Method	US	16/232,031	12/25/2018	11,379,521 B1	7/5/2022	Issued
Dual-Optimization Of Targeted Digital Assets Under Volume And Position Constraints	US	16/809,527	3/4/2020	11,568,451 B2	1/31/2023	Issued
Ensemble-Based Multimedia Asset Recommendation System	US	14/811,803	7/28/2015	11,763,173 B2	9/19/2023	Issued
Managing Metadata Enrichment Of Digital Asset Portfolios	US	16/998,995	8/20/2020	11,526,912 B2	12/13/2022	Issued
Managing Metadata Enrichment Of Digital Asset Portfolios	US	17/900,749	8/31/2022	11,704,700 B2	7/18/2023	Issued
Managing Metadata Enrichment Of Digital Asset Portfolios	US	18/204,117	5/31/2023	11,935,094 B2	3/19/2024	Issued
Method, Non-Transitory Computer-Readable Storage Media, And System For Presentation Of Digital Media Assets Based On Assessed Value	US	16/055,097	8/4/2018	11,526,922 B2	12/13/2022	Issued
Online Asset Recommendation System	US	14/811,824	7/28/2015	11,562,259 B2	1/24/2023	Issued

Patent Applications

Title	Country	Application No.	Filing Date	Status
Digital Content Curation And Distribution System And Method	US	17/858,017	7/5/2022	Filed
Dual-Optimization Of Targeted Digital Assets Under Volume And Position Constraints	US	17/949,811	9/21/2022	Non Final Action Mailed 06/04/2024
Ensemble-Based Multimedia Asset Recommendation System	US	18/231,642	8/8/2023	Filed
Managing Metadata Enrichment Of Digital Asset Portfolios	US	18/440,246	2/13/2024	Allowed
Method, Non-Transitory Computer-Readable Storage Media, And System For Presentation Of Digital Media Assets Based On Assessed Value	US	17/942,686	9/12/2022	Response after Final Action Forwarded to Examiner 07/24/2024
Mitigating Costs Of Presentation And Delivery Of Digital Media Assets Based On Geographically Distributed Cache Memory Contents	US	16/285,147	2/25/2019	Allowed
Multimedia Enrichment And Rendering With Computing Devices	US	18/369,084	9/15/2023	Filed
Online Asset Recommendation System	US	18/101,107	1/24/2023	Non Final Action Counted, Not Yet Mailed 08/15/2024
Selecting Digital Media Assets Based On Transitions Across Categories	US	16/809,430	3/4/2020	Final Rejection Mailed 07/22/2024
Selecting Digital Media Assets Based On Transitions Across Categories	US	18/100,286	1/23/2023	Filed