

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM482688

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Termination and Release of Intellectual Property Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Silicon Valley Bank		07/16/2018	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Integral Ad Science, Inc.		
Street Address:	95 Morton Street, 8th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	5186130	IAS	
Registration Number:	5186134	IAS	
Registration Number:	4453395	INTEGRAL	
Registration Number:	4916834	INTEGRAL AD SCIENCE	
Registration Number:	4904078	MARKETER'S EDGE	
Registration Number:	5123139	PUB EXPERT	
Registration Number:	4904079	SELLER'S EDGE	
Registration Number:	4904077	TRADER'S EDGE	
Registration Number:	4938615	TRAQ	
CORRESPONDENCE DATA			
Fax Number:	2138918763		
<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>			
Email:	rhonda.deleon@lw.com		
Correspondent Name:	Latham & Watkins LLP		
Address Line 1:	355 South Grand Avenue		
Address Line 4:	Los Angeles, CALIFORNIA 90071-1560		
ATTORNEY DOCKET NUMBER:	055771-0007		
NAME OF SUBMITTER:	Rhonda DeLeon		

OP \$240.00 5186130

SIGNATURE:	/Rhonda DeLeon/
DATE SIGNED:	07/20/2018
Total Attachments: 21 source=Sai - IP Release #page1.tif source=Sai - IP Release #page2.tif source=Sai - IP Release #page3.tif source=Sai - IP Release #page4.tif source=Sai - IP Release #page5.tif source=Sai - IP Release #page6.tif source=Sai - IP Release #page7.tif source=Sai - IP Release #page8.tif source=Sai - IP Release #page9.tif source=Sai - IP Release #page10.tif source=Sai - IP Release #page11.tif source=Sai - IP Release #page12.tif source=Sai - IP Release #page13.tif source=Sai - IP Release #page14.tif source=Sai - IP Release #page15.tif source=Sai - IP Release #page16.tif source=Sai - IP Release #page17.tif source=Sai - IP Release #page18.tif source=Sai - IP Release #page19.tif source=Sai - IP Release #page20.tif source=Sai - IP Release #page21.tif	

TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

This **TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this “**Termination and Release**”) is granted as of July 16, 2018 by SILICON VALLEY BANK (the “**Bank**”), in favor of INTEGRAL AD SCIENCE, INC., a Delaware corporation (the “**Grantor**”).

WHEREAS, the Grantor executed and delivered an Intellectual Property Security Agreement, dated as of July 14, 2015 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “**2015 Agreement**”), granting the Bank a security interest in and lien on (a) any trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C of the 2015 Agreement (collectively, the “**2015 Trademarks**”); (b) all patents, patent applications and like protections including, without limitation, improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same, including without limitation the patents and patent applications set forth on Exhibit B of the 2015 Agreement (collectively, the “**2015 Patents**”); (c) any and all copyright rights, copyright applications, copyright registrations and like protections in each work of authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held, including without limitation those set forth on Exhibit A of the 2015 Agreement (collectively, the “**2015 Copyrights**”); (d) any and all trade secrets, and any and all intellectual property rights in computer software and computer software products now or hereafter existing, created, acquired or held; (e) any and all design rights that may be available to Grantor now or hereafter existing, created, acquired or held; (f) all mask works or similar rights available for the protection of semiconductor chips, now owned or hereafter acquired, including, without limitation those set forth on Exhibit D of the 2015 Agreement (collectively, the “**2015 Mask Works**”); (g) any and all claims for damages by way of past, present and future infringements of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above; (h) all licenses or other rights to use any of the 2015 Copyrights, 2015 Patents, 2015 Trademarks, or 2015 Mask Works and all license fees and royalties arising from such use to the extent permitted by such license or rights; (i) all amendments, extensions, renewals and extensions of any of the 2015 Copyrights, 2015 Trademarks, 2015 Patents, or 2015 Mask Works; and (j) all proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing ((a) through (j) collectively, the “**2015 Intellectual Property Collateral**”).

WHEREAS, the Grantor executed and delivered an Intellectual Property Security Agreement, dated as of July 19, 2017 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “**2017 Agreement**”, together with the 2015 Agreement, the “**Grant**”), granting the Bank a security interest in and lien on (a) any trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like

protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C of the 2017 Agreement (collectively, the “**2017 Trademarks**” and together with the 2015 Trademarks, the “**Trademarks**”), which security interest in and lien on the 2017 Trademarks was recorded with the United States Patent and Trademark Office (the “**USPTO**”) on July 24, 2017, at Reel 6111, Frame 08461; (b) all patents, patent applications and like protections including, without limitation, improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same, including without limitation the patents and patent applications set forth on Exhibit B of the 2017 Agreement (collectively, the “**2017 Patents**” and together with the 2015 Patents, the “**Patents**”), which security interest in and lien on the 2017 Patents was recorded with the USPTO on July 24, 2017, at Reel 043305, Frame 0443; (c) any and all copyright rights, copyright applications, copyright registrations and like protections in each work of authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held, including without limitation those set forth on Exhibit A of the 2017 Agreement (collectively, the “**2017 Copyrights**” and together with the 2015 Copyrights, the “**Copyrights**”); (d) any and all trade secrets, and any and all intellectual property rights in computer software and computer software products now or hereafter existing, created, acquired or held; (e) any and all design rights that may be available to Grantor now or hereafter existing, created, acquired or held; (f) all mask works or similar rights available for the protection of semiconductor chips, now owned or hereafter acquired, including, without limitation those set forth on Exhibit D of the 2017 Agreement (collectively, the “**2017 Mask Works**” and together with the 2015 Mask Works, the “**Mask Works**”); (g) any and all claims for damages by way of past, present and future infringements of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above; (h) all licenses or other rights to use any of the 2017 Copyrights, 2017 Patents, 2017 Trademarks, or 2017 Mask Works and all license fees and royalties arising from such use to the extent permitted by such license or rights; (i) all amendments, extensions, renewals and extensions of any of the 2017 Copyrights, 2017 Trademarks, 2017 Patents, or 2017 Mask Works; and (j) all proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing ((a) through (j) collectively, the “**2017 Intellectual Property Collateral**” and together with the 2015 Intellectual Property Collateral, the “**Intellectual Property Collateral**”).

WHEREAS, Grantor has requested that Bank hereby terminate, release and discharge fully its security interests in and liens on all right, title and interest of Grantor in, to and under all of the Intellectual Property Collateral as herein provided;

WHEREAS, Grantor has requested that the Bank provide a document suitable for recording in the USPTO to evidence the release of the Bank’s security interests in and liens on the Intellectual Property Collateral as herein provided; and

WHEREAS, all capitalized terms used herein but not defined shall have the definitions prescribed to it in the Grant.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Bank hereby terminates the Grant and releases, terminates and discharges all liens and security interests in Grantor's right, title and interest in, to and under the Intellectual Property Collateral, including without limitation:

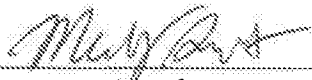
1. Grantor's right, title and interest in, to and under the Trademarks, and all goodwill associated therewith, including without limitation those Trademarks identified in **Schedule A** hereto; and
2. Grantor's right, title and interest in, to and under the Patents, and all goodwill associated therewith, including without limitation those Patents identified in **Schedule B** hereto;
3. Grantor's right, title and interest in, to and under the Copyrights, and all goodwill associated therewith, including without limitation those Copyrights identified in **Schedule C** hereto;
4. Grantor's right, title and interest in, to and under the Mask Works, and all goodwill associated therewith, including without limitation those Mask Works identified in **Schedule D** hereto; and
5. authorizes and requests that this Termination and Release be recorded at the USPTO.

THIS TERMINATION AND RELEASE AND ANY CLAIM, CONTROVERSY, DISPUTE OR CAUSE OF ACTION (WHETHER IN CONTRACT OR TORT OR OTHERWISE) BASED UPON, ARISING OUT OF OR RELATING TO THIS TERMINATION AND RELEASE AND THE TRANSACTIONS CONTEMPLATED HEREBY SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAW OF THE STATE OF NEW YORK.

[Signature page follows]


IN WITNESS WHEREOF, the undersigned has executed this Termination and Release by its duly authorized officer as of the date first above written.

SILICON VALLEY BANK, as Bank

By: 
Name: *Muller-Sutt*
Title: *Branch*

SCHEDULE A

<u>Description</u>	Registration/Application Number	<u>Registration Date</u>
Canada - INTEGRAL (Pending)	1711625	January 20, 2015
CTM - INTEGRAL (Pending)	011717303	April 5, 2013
CTM - INTEGRAL AD SCIENCE (Pending)	013904801	April 1, 2015
US – ADSAFE (Registered)	3862801	October 19, 2010
US - ADSAFE MEDIA (Registered)	3862802	October 19, 2010
WIPO – INTEGRAL (Registered)	1161213	April 9, 2013

Mark Description	Ser. No.	Filing Date	Reg. No.	Reg. Date	Class(es)
IAS	87169891	Sep. 13, 2016	5186130	Apr. 18, 2017	42
	87169939	Sep. 13, 2016	5186134	Apr. 18, 2017	42
INTEGRAL	85749195	Oct. 09, 2012	4453395	Dec. 24, 2013	42
INTEGRAL AD SCIENCE	86453290	Nov. 13, 2014	4916834	Mar. 15, 2016	42
MARKETER'S EDGE	86586701	Apr. 03, 2015	4904078	Feb. 23, 2016	42
PUB EXPERT	87050910	May 26, 2016	5123139	Jan. 17, 2017	42
SELLER'S EDGE	86586709	Apr. 03, 2015	4904079	Feb. 23, 2016	42
TRADER'S EDGE	86586684	Apr. 03, 2015	4904077	Feb. 23, 2016	42
TRAQ	86497560	Jan. 07, 2015	4938615	Apr. 12, 2016	42

SCHEDULE B

Title / Description	Application Number	Filing Date	Patent Number	Issue Date
Systems, Methods, and Media for Rating Websites for Safe Advertising (Ad rating technology to identify whether a page is likely to contain objectionable content)	61/235,926	Aug. 21, 2009	N/A	N/A - provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Systems, Methods, and Media for Rating Websites for Safe Advertising (Ad rating technology to identify whether a page is likely to contain objectionable content)	12/859,763	Aug. 19, 2010		
Content Management Systems, Methods and Media Using an Application Level Firewall (Ad Firewall: Ad blocking technology based on page content and brand safety scores)	12/869,655	Aug. 26, 2010	8,595,072	Nov. 26, 2013
Systems, Methods, and Media for Providing an Application Level Firewall for Advertisements	61/237,536	Aug. 27, 2009	N/A	N/A - provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Content Management Systems, Methods and Media Using an Application Level Firewall (Ad blocking technology based on advertiser-specified	14/069,583	Nov. 1, 2013		

parameters)				
Content Management Systems, Methods and Media Using an Application Level Firewall (Ad blocking technology based on criterion, such as fraudulent history)	14/069,605	Nov. 1, 2013		
Content Management Systems, Methods and Media Using an Application Level Firewall (Ad blocking technology with redirect methodology)	14/069,643	Nov. 1, 2013		
Methods, Systems, and Media for Applying Scores and Ratings to Web Pages, Web Sites, and Content for Safe and Effective Online Advertising (Ad rating technology to identify whether a page is likely to contain objectionable content)	61/350,393	Jun. 1, 2010	N/A	N/A - provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods and Systems for Measuring and Comparing the Quality of Diverse Web Content (ASMRI: Rating technology that measures and compares the quality of diverse web content)	61/431,789	Jan. 11, 2011	N/A	N/A - - provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Applying Scores and Ratings to Web Pages, Web Sites, and Content for Safe and Effective Online Advertising (ASMRI: Rating technology that measures and compares the quality of diverse web content)	13/151,146	Jun. 1, 2011	8,732,017	May 20, 2014
Methods, Systems, and Media	14/184,264	Feb. 19, 2014		

for Applying Scores and Ratings to Web Pages, Web Sites, and Content for Safe and Effective Advertising (ASMRI: Rating technology that determines whether a piece of content should be published on a web page based on a rating)				
Methods, Systems, and Media for Providing Safe Advertising using Guided Learning Approaches (Hybrid learning technology for building rating classification models (e.g., to help brands control the content adjacent to their advertisements))	61/292,718	Jan. 6, 2010	N/A	N/A - provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Providing Safe Advertising using Guided Learning Approaches (Hybrid learning technology for building rating classification models (e.g., to help brands control the content adjacent to their advertisements))	61/292,883	Jan. 7, 2010	N/A	N/A - provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Providing Hybrid Learning Approaches (Hybrid learning technology for building rating classification models (e.g., to help brands control the content adjacent to their advertisements))	61/349,537	May 28, 2010	N/A	N/A - provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Providing Direct and	12/986,108	Jan. 6, 2011		

Hybrid Data Acquisition Approaches (Hybrid learning technology for building rating classification models (e.g., to help brands control the content adjacent to their advertisements))				
Methods, Systems, and Media for Reviewing Content Traffic (Traffic Viewer tool that presents advertisement traffic and rating information for a URL (Here's where your ads tried to run))	61/350,659	Jun. 2, 2010	N/A	N/A - provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Reviewing Content Traffic (Traffic Viewer tool that presents advertisement traffic and rating information for a URL (Here's where your ads tried to run))	13/152,070	Jun. 2, 2011	9,195,990	Nov. 24, 2015
Methods, Systems, and Media for Reviewing Content Traffic (Traffic Viewer tool that presents advertisement traffic and rating information for a URL (Here's where your ads tried to run))	14/921,549	Oct. 23, 2015		
Methods, Systems, and Media for Identifying Errors in Predictive Models (Beat the Machine: Using human annotators to evaluate predictive models)	61/506,005	Jul. 8, 2011	N/A	N/A - provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Identifying Errors in	13/544,779	Jul. 9, 2012	9,311,599	Apr. 12, 2016

Predictive Models Using Annotators (Beat the Machine: Using human annotators to evaluate predictive models)				
Methods, Systems, and Media for Identifying Errors in Predictive Models Using Annotators (Beat the Machine: Using human annotators to evaluate predictive models)	15/094,419	Apr. 8, 2016		Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Systems, Methods, and Media for Generating Probabilistic Models Based on Advertisement Placement (Measurement technology for determining ad viewability metrics)	61/534,249	Sept. 13, 2011		
Systems, Methods, and Media for Generating Probabilistic Models Based on Advertisement Placement (Measurement technology for determining ad viewability metrics)	61/585,317	Jan. 11, 2012		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Systems, Methods, and Media for Generating Probabilistic Models Based on Advertisement Placement (Measurement technology for determining ad viewability metrics)	13/614,878	Sept. 13, 2012		Application is pending. No assignment has been filed yet.
Systems, Methods, and Media for Detecting Advertisements with Advertising Cues (AdTalk: Exchanging ad information between ads on a page through an event listener (e.g., to determine whether to	61/590,312	Jan. 24, 2012		N/A - Provisional application is expired and a non-provisional application

pass an ad, block an ad, or transmit a different ad))				claiming priority to this provisional application has been filed
Systems, Methods, and Media for Detecting Advertisements with Advertising Cues (AdTalk: Exchanging ad information between ads on a page through an event listener (e.g., to determine whether to pass an ad, block an ad, or transmit a different ad))	13/749,472	Jan. 24, 2013		Application is pending. No assignment has been filed yet.
Systems, Methods, and Media for Managing Advertisement Bidding with User Engagement Metrics	61/594,311	Feb. 2, 2012		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Systems, Methods, and Media for Detecting Advertisements with Advertising Cues (AdTalk: Exchanging ad information between ads on a page through an event listener that includes frame mapping)	61/639,023	Apr. 26, 2012		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Systems, Methods, and Media for Detecting Suspicious Activity from Websites (Fraud detection technology that blocks an ad from being loaded on a website that is engaging in click fraud, impression fraud, or other deceptive behavior)	61/654,511	Jun. 1, 2012		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has

				been filed
Systems, Methods, and Media for Detecting Suspicious Activity from Websites (Fraud detection technology that blocks an ad from being loaded on a website that is engaging in click fraud, impression fraud, or other deceptive behavior)	13/909,018	Jun. 3, 2013		Application is pending. No assignment has been filed yet
Methods, Systems, and Media for Enhancing a Blind URL Escrow with Real-Time Bidding Exchanges (Escrow system that provides buyers in real-time bidding auctions for impressions with supplemental information about the URL where the impression will be displayed, such as a rating for the URL or a rating for the seller, without revealing the URL information)	61/790,016	Mar. 15, 2013		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Enhancing a Blind URL Escrow with Real-Time Bidding Exchanges (Escrow system that provides buyers in real-time bidding auctions for impressions with supplemental information about the URL where the impression will be displayed, such as a rating for the URL or a rating for the seller, without revealing the URL information)	14/215,549	Mar. 17, 2014		Application is pending. No assignment has been filed yet
Methods, Systems, and Media for Determining Causal Return on Investment for Online Advertising (Causal impact technology)	61/728,130	Nov. 19, 2012		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed

Methods, Systems, and Media for Optimizing Online Advertising Campaigns Based on Causal Conversion Metrics (Causal impact technology that determines whether to place ads through an ad channel based on a calculated causal return on investment that incorporates conversion information of various users)	61/789,562	Mar. 15, 2013		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Managing Online Advertising Campaigns Based on Causal Conversion Metrics (Causal impact technology that determines whether to place ads through an ad channel based on a calculated causal return on investment that incorporates conversion information of various users)	14/084,568	Nov. 19, 2013		Application is pending. No assignment has been filed yet
Methods, Systems, and Media for Managing Online Advertising Campaigns Based on Causal Conversion Metrics (Causal impact technology that determines whether to place ads through an ad channel based on a calculated causal return on investment that incorporates conversion information of various users)	14/716,241	May 19, 2015		Application is pending. No assignment has been filed yet
Systems, Methods, and Media for Detecting Content Viewability (Measurement technology that detects ad viewability using pixel GIFs on a page)	61/735,530	Dec. 10, 2012		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Systems, Methods, and Media for Detecting Content	13/836,700	Mar. 15, 2013		Application is pending. No

Viewability (Measurement technology that detects ad viewability using pixel GIFs on a page)				assignment has been filed yet
Methods, Systems, and Media for Setting and Using an Advertising Frequency Cap Based on Causal Conversions (Causal impact technology that sets ad frequency caps based on causal conversion information)	62/068,427	Oct. 24, 2014		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Setting and Using an Advertising Frequency Cap Based on Causal Conversions (Causal impact technology that sets ad frequency caps based on causal conversion information)	14/923,076	Oct. 26, 2015		Application is pending. No assignment has been filed yet
Methods, Systems, and Media for Identifying Automatically Refreshed Advertisements (Measurement technology that determines whether an ad has been auto-refreshed to then determine ad budget spent on auto-refreshed ads)	61/845,200	July 11, 2013		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Identifying Automatically Refreshed Advertisements (Measurement technology that determines whether an ad has been auto-refreshed to then determine ad budget spent on auto-refreshed ads)	14/329,514	July 11, 2014		Application is pending. No assignment has been filed yet
Methods, Systems, and Media for Generating Predicted Information Related to Advertisement Viewability	62/112,888	Feb. 6, 2015		N/A - Provisional application is expired and a

<p>(Viewability technology that generates predicted information related to advertisement viewability (e.g., code provided by the measurement vendor server can be loaded into a web page associated with the seller in which an advertisement is to be placed, where the code can determine metrics and/or information associated with the web page that are transmitted to the measurement vendor server for generating predicted information that an advertisement placed on the web page and/or at a particular position on the web page will be viewed and/or will be viewed for a particular duration of time))</p>				<p>non-provisional application claiming priority to this provisional application has been filed</p>
<p>Methods, Systems, and Media for Generating Predicted Information Related to Advertisement Viewability (Viewability technology that generates predicted information related to advertisement viewability (e.g., code provided by the measurement vendor server can be loaded into a web page associated with the seller in which an advertisement is to be placed, where the code can determine metrics and/or information associated with the web page that are transmitted to the measurement vendor server for generating predicted information that an advertisement placed on the web page and/or at a particular position on the web page will be viewed and/or will be viewed for a particular</p>	<p>15/018,520</p>	<p>Feb. 8, 2016</p>		<p>Application is pending. No assignment has been filed yet</p>

duration of time))				
Methods, Systems, and Media for Generating Predicted Information Related to Advertisement Viewability (Viewability technology that can be used to solicit bids from buyers at multiple times (e.g., if an advertisement placement is not purchased at its initial offering, an exchange server can solicit bids at a second time based on viewability information))	62/112,896	Feb. 6, 2015		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Generating Predicted Information Related to Advertisement Viewability (Viewability technology that can be used to solicit bids from buyers at multiple times (e.g., if an advertisement placement is not purchased at its initial offering, an exchange server can solicit bids at a second time based on viewability information))	15/018,537	Feb. 8, 2016		Application is pending. No assignment has been filed yet
Methods, Systems, and Media for Specifying Different Advertising Management Techniques on an Advertisement Placement Level (Tag builder for specifying different ad management techniques on an ad placement level)	62/145,180	Apr. 9, 2015		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Specifying Different Advertising Management Techniques on an Advertisement Placement Level (Tag builder for specifying different ad management techniques on an ad placement level)	15/096,195	Apr. 11, 2016		Application is pending. No assignment has been filed yet

Methods, Systems, and Media for Detecting Fraudulent Activity in Connection with Advertisements based on Hardware Events (Detecting a bot or other application executing one or more operations that simulate human activity, such as mouse events)	62/248,126	Oct. 29, 2015		N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed
Methods, Systems, and Media for Detecting Fraudulent Activity in Connection with Advertisements based on Hardware Events (Detecting a bot or other application executing one or more operations that simulate human activity, such as mouse events)	15/338,739	Oct. 31, 2016		Application is pending.
Methods, Systems, and Media for Dynamically Detecting Mobile Environment Information (Distinguishing between advertisement requests or other traffic from mobile software applications and advertisement requests or other traffic from mobile web browsing application)	14/978,625	Dec. 22, 2015		Application is pending. No assignment has been filed yet
Systems, Methods, and Media for Correlating Information Corresponding to Multiple Related Frames on a Web Page (Measuring cross-domain impressions on mobile devices)	15/190,927	Jun. 23, 2016		Application is pending.
Methods, Systems, and Media for Inhibiting the Transmission of Media Content based on Frequency and Exposure Measurements (Consumer Exposure Optimization with frequency and exposure targeting)	62/502,436	May 5, 2017		Application is pending.
Methods, Systems, and Media	62/507,045	May 16, 2017		Application is

for Generating a Media Quality Score Associated with the Presentation of a Content Item (Generating a media quality score that combines multiple score components on a frame-by-frame basis and then aggregates the frame scores into the media quality score for the presented video content item)				pending.
Systems and Methods for Evaluating and Scoring Video Viewability (Evaluating viewability of online videos based on video size, video position on a web page, whether the video is set to autoplay, and/or whether the video is set to mute)	61/825,403	May 20, 2013	N/A	N/A - Provisional application is expired and a non-provisional application claiming priority to this provisional application has been filed A
Systems and Methods for Evaluating Online Videos (Evaluating viewability of online videos based on video size, video position on a web page, whether the video is set to autoplay, and/or whether the video is set to mute)	14/281,484	May 19, 2014	9,143,840	Sept. 22, 2015
Systems and Methods Online Videos (Evaluating viewability of online videos based on video size, video position on a web page, whether the video is set to autoplay, and/or whether the video is set to mute)	14/824,499	Aug. 12, 2015	9,661,360	May 23, 2017
Systems and Methods for Evaluating and Scoring Video Viewability (Evaluating viewability of online videos based on video size, video position on a web page, whether the video is set to autoplay, and/or whether the video is set to mute)	14/824,614	Aug. 12, 2015		

Systems and Methods for Evaluating Online Videos (Evaluating viewability of online videos based on video size, video position on a web page, whether the video is set to autoplay, and/or whether the video is set to mute)	14/824,739	Aug. 12, 2015	9,706,231	July 11, 2017
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SCHEDULE C

None.

SCHEDULE D

None.