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**UNITED STATES**  
**Securities and Exchange Commission**  
Washington, D.C. 20549

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**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934**  
**(Amendment No. )**

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**RUBICON PROJ INC**  
**(Name of Issuer)**

**COM**  
**(Title of Class of Securities)**

**78112V102**  
**(CUSIP Number)**

**Dec 31, 2015**  
**(Date of Event Which Requires Filing of this Statement)**

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Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing in this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended (the "Act"), or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act.

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**SCHEDULE 13G**

CUSIP No. 78112V102

1)	Name of Reporting Person <b>Bank Of Montreal</b>	
2)	Check the Appropriate Box if a Member of a Group (a) <input type="checkbox"/> (b) <input type="checkbox"/>	
3)	SEC Use Only	
4)	Citizenship or Place of Organization <b>Canada</b>	
Number of Shares Beneficially Owned by Each Reporting Person With:	5)	Sole Voting Power: <b>2,654,756(1)</b>
	6)	Shared Voting Power: <b>12,191(2)</b>
	7)	Sole Dispositive Power: <b>2,990,365(1)</b>
	8)	Shared Dispositive Power: <b>40,088(1)</b>
9)	Aggregate Amount Beneficially Owned by Each Reporting Person <b>3,037,947(1)</b>	
10)	Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="checkbox"/>	
11)	Percent of Class Represented by Amount in Row (9) <b>6.8454%</b>	
12)	Type of Reporting Person <b>HC</b>	

- (1) Shares are held indirectly by the Reporting Person's subsidiaries, BMO Asset Management Corp., BMO Harris Bank N.A., and CTC myCFO, LLC.  
(2) Beneficial ownership of 12,191 shares is specifically disclaimed. See Item 4.

**SCHEDULE 13G**

CUSIP No. 78112V102

1)	Name of Reporting Person <b>BMO HARRIS BANK N.A.</b>	
2)	Check the Appropriate Box if a Member of a Group (a) <input type="checkbox"/> (b) <input type="checkbox"/>	
3)	SEC Use Only	
4)	Citizenship or Place of Organization <b>Delaware, United States</b>	
Number of Shares Beneficially Owned by Each Reporting Person With:	5)	Sole Voting Power: <b>29,139</b>
	6)	Shared Voting Power:
	7)	Sole Dispositive Power:
	8)	Shared Dispositive Power: <b>30,288</b>
9)	Aggregate Amount Beneficially Owned by Each Reporting Person <b>30,288</b>	
10)	Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="checkbox"/>	
11)	Percent of Class Represented by Amount in Row (9) <b>0.0682%</b>	
12)	Type of Reporting Person <b>BK</b>	

**SCHEDULE 13G**

CUSIP No. 78112V102

1)	Name of Reporting Person <b>BMO ASSET MANAGEMENT CORP.</b>	
2)	Check the Appropriate Box if a Member of a Group (a) <input type="checkbox"/> (b) <input type="checkbox"/>	
3)	SEC Use Only	
4)	Citizenship or Place of Organization <b>Delaware, United States</b>	
Number of Shares Beneficially Owned by Each Reporting Person With:	5)	Sole Voting Power: <b>2,625,617</b>
	6)	Shared Voting Power: <b>12,191(1)</b>
	7)	Sole Dispositive Power: <b>2,990,365</b>
	8)	Shared Dispositive Power: <b>9,516</b>
9)	Aggregate Amount Beneficially Owned by Each Reporting Person <b>3,007,375</b>	
10)	Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="checkbox"/>	
11)	Percent of Class Represented by Amount in Row (9) <b>6.7765%</b>	
12)	Type of Reporting Person <b>IA</b>	

(1) Beneficial ownership of 12,191 shares is specifically disclaimed. See Item 4.

**SCHEDULE 13G**

CUSIP No. 78112V102

1)	Name of Reporting Person <b>CTC MYCFO</b>	
2)	Check the Appropriate Box if a Member of a Group (a) <input type="checkbox"/> (b) <input type="checkbox"/>	
3)	SEC Use Only	
4)	Citizenship or Place of Organization <b>United States</b>	
Number of Shares Beneficially Owned by Each Reporting Person With:	5)	Sole Voting Power:
	6)	Shared Voting Power:
	7)	Sole Dispositive Power:
	8)	Shared Dispositive Power: <b>284</b>
9)	Aggregate Amount Beneficially Owned by Each Reporting Person <b>284</b>	
10)	Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="checkbox"/>	
11)	Percent of Class Represented by Amount in Row (9) <b>0.0006%</b>	
12)	Type of Reporting Person <b>IA</b>	

**ITEM 1(a). Name of Issuer.**  
RUBICON PROJ INC

**ITEM 1(b). Address of Issuer's Principal Executive Offices.**  
Rubicon Project, Inc.  
12181 Bluff Creek Drive, 4<sup>th</sup> Floor  
Los Angeles, CA 90094

**ITEM 2(a). Names of Persons Filing.**  
Bank Of Montreal  
BMO HARRIS BANK N.A.  
BMO ASSET MANAGEMENT CORP.  
CTC MYCFO

**ITEM 2(b). Address of Principal Business Office or, if none, Residence.**  
Bank Of Montreal  
1 First Canadian Place  
Toronto, Ontario, Canada M5X 1A1  
  
BMO Harris Bank N.A.  
111 W Monroe Street  
Floor 6E  
Chicago, IL 60603

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BMO Asset Management Corp.  
115 South La Salle Street  
Floor 11 West  
Chicago, IL 60603

CTC myCFO, LLC  
2200 Geng Road, Suite 100  
Palo Alto, CA 94303

**ITEM 2(c).           Citizenship or Place of Organization.**

Bank Of Montreal is organized under the laws of Canada.

BMO HARRIS BANK N.A. is organized under the laws of Delaware, United States.

BMO ASSET MANAGEMENT CORP. is organized under the laws of Delaware, United States.

CTC MYCFO, LLC. is organized under the laws of the United States.

**ITEM 2(d).           Title of Class of Securities.**

COM

**ITEM 2(e).           CUSIP Number.**

78112V102

**ITEM 3.           If this statement is filed pursuant to Sections 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:**

- (a)  Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o);
- (b)  Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c)  Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d)  Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e)  An investment adviser in accordance with Section 240.13d-1(b)(1)(ii)(E);

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- (f)  An employee benefit plan or endowment fund in accordance with Section 240.13d-1(b)(1)(ii)(F);
  - (g)  A parent holding company or control person in accordance with Section 240.13d-1(b)(1)(ii)(G);
  - (h)  A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
  - (i)  A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
  - (j)  A non-U.S. institution in accordance with Section 240.13d-1(b)(1)(ii)(J);
  - (k)  Group, in accordance with Section 240.13d-1(b)(1)(ii)(K).

**ITEM 4. Ownership.**

The information contained in Items 5 – 11 on the cover pages is incorporated herein by reference. The information included in Items 5-11 for Bank of Montreal and BMO Asset Management Corp. includes 12,191 shares held in one or more employee benefit plans where BMO Asset Management Corp. as directed trustee, may be viewed as having voting or dispositive authority in certain situations pursuant to SEC and Department of Labor regulations or interpretations. Pursuant to Rule 13d-4 under the Act, inclusion of such shares in this statement shall not be construed as an admission that the Reporting Person or its subsidiaries are, for purposes of Section 13(d) or 13(g) of the Act, the beneficial owners of such securities.

**ITEM 5. Ownership of Five Percent or Less of a Class.**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

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**ITEM 6. Ownership of More than Five Percent on Behalf of Another Person.**

Bank of Montreal is reporting on this Schedule 13G securities held through its subsidiaries, BMO Harris Bank, N.A., BMO Asset Management Corp., and CTC myCFO, LLC as fiduciaries for certain employee benefit plans, trust and/or customer accounts. As a result, participants in the plans, trust beneficiaries and customers are entitled to receive, or have the power to direct the receipt of, dividends and proceeds from the sale of such securities. No such person is known to have such an interest relating to more than five percent of the class of subject securities.

**ITEM 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person**

Bank of Montreal is the ultimate parent company of BMO Asset Management, Corp., and CTC myCFO, LLC investment advisers registered under Section 203 of the Investment Advisers Act of 1940, and BMO Harris Bank N.A., a bank as defined in section 3(a)6 of the Act.

**ITEM 8. Identification and Classification of Members of the Group.**

Not Applicable

**ITEM 9. Notice of Dissolution of Group.**

Not Applicable

**ITEM 10. Certifications.**

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated as of the 16<sup>th</sup> day of February, 2016.

BANK OF MONTREAL

*/s/ Barbara Muir*

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Barbara Muir  
SVP, Deputy General Counsel  
Corporate Affairs & Corporate Secretary

BMO HARRIS BANK N.A.

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BMO ASSET MANAGEMENT CORP.

\*  
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CTC myCFO, LLC

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\*Pursuant to Power of Attorney filed as Exhibit 2 to Schedule 13G filed on February 14, 2014 by Reporting Persons named herein (File No. 005-59405), which is incorporated by reference.

**Exhibit 1**

**JOINT FILING AGREEMENT**

In accordance with rule 13d-1(k) under the Securities Act of 1934, as amended, each of the undersigned entities, as applicable, pursuant to a duly executed power of attorney, hereby agrees to this and any future joint filing of Schedule 13G (including any and all amendments thereto) to be made on their behalf and further agrees to the filing of this Agreement as an Exhibit thereto. In addition, each party to this Agreement consents to the filing of this and any future Schedule 13G (including any and all amendments thereto) by Bank of Montreal.

This Agreement may be executed in any number of counterparts all of which taken together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned hereby execute this Agreement this 16<sup>th</sup> day of February, 2016.

BANK OF MONTREAL

By: /s/ Barbara Muir  
Barbara Muir  
Senior Vice President, Deputy General Counsel of Corporate Affairs, and  
Corporate Secretary

BANK OF MONTREAL IRELAND PLC

BMO ASSET MANAGEMENT CORP.

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BMO ASSET MANAGEMENT INC.

BMO CAPITAL MARKETS CORP.

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BMO CAPITAL MARKETS LIMITED

BMO DELAWARE TRUST COMPANY

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BMO FINANCIAL CORP.

BMO GLOBAL ASSET MANAGEMENT (ASIA) LIMITED

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BMO HARRIS BANK N.A.

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BMO HARRIS INVESTMENT MANAGEMENT INC.

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BMO LIFE ASSURANCE COMPANY

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F&C ASSET MANAGEMENT PLC

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LGM (BERMUDA) LTD. (formerly, LLOYD GEORGE  
MANAGEMENT (BERMUDA) LTD.)

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MONEGY INC.

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STOKLER OSTLER WEALTH ADVISORS INC.

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TAPLIN, CANIDA & HABACHT, LLC

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BMO HARRIS FINANCIAL ADVISORS, INC.

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BMO INVESTORLINE, INC.

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BMO NESBITT BURNS INC.

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HARRIS MY CFO, LLC

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LGM INVESTMENTS LIMITED (formerly, LLOYD GEORGE MANAGEMENT  
(EUROPE) LTD.)

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PYRFORD INTERNATIONAL LIMITED

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SULLIVAN, BRUYETTE, SPEROS & BLAYNEY, INC.

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\* Pursuant to Power of Attorney filed as Exhibit 2 to Schedule 13G filed on February 14, 2014 by the Reporting Persons named herein (File No. 005-59405), which is incorporated by reference.

\*\* Pursuant to Power of Attorney filed as Exhibit 2 to Schedule 13G filed on February 13, 2015 by the Reporting Person named herein (File No. 005-79749), which is incorporated by reference.