



04-12-2002
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Form PTO-159
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Anders Olsson and Martin Liljenback

4-5-02

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: April 5, 2002

2. Name and address of receiving party(ies)

Name: Websidestory, Inc.

Internal Address: _____

Street Address: 10182 Telesis Court, 6th Floor

City: San Diego State: CA Zip: 92121

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s)

10/037,674

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Levin & Hawes, Attn: Philip H. Haymond

Internal Address: _____

Street Address: 384 Forest Avenue, Suite 13

Laguna
City: Beach State: CA Zip: 92651

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Philip H. Haymond 38 177
Name of Person Signing

Philip Haymond
Signature

April 5, 2002
Date

Total number of pages including cover sheet, attachments, and documents: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

PATENT
REEL: 012771 FRAME: 0301

A S S I G N M E N T

WHEREAS, I, Anders Olsson, a citizen of Sweden, residing at 6247 La Jolla Blvd., La Jolla, California 92037, U.S.A.; and Martin Liljenback, a citizen of Sweden, residing at 615 Stratford Ct. #9, Del Mar, California 92017, U.S.A., for good and valuable consideration, receipt of which is hereby acknowledged, have assigned and do hereby assign to **WEBSIDESTORY, INC.**, a corporation organized under the laws of the State of California, U.S.A., with a principal business address of 10182 Telesis Court, 6th Floor, San Diego, California 92121, U.S.A. (hereinafter Assignee), its successors, assigns and legal representatives, the entire right, title and interest in and to U.S. Patent Application No. 10 1037, 674, which was filed on October 22, 2001 (applicant's attorney is authorized to enter serial number and filing date after execution of this document) entitled:

EVENT COLLECTION ARCHITECTURE

and in and to all Convention and treaty rights of all kinds, in all countries throughout the world, for all such subject matter, including the right to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise and, in and to, all Letters Patent to be obtained for said subject matter by the above application or any continuation, division, continuation-in-

part, extension, conversion to 35 USC 111(b) or substitute thereof, and any reissue, reexamination or extension of said Letters Patent.

I agree to do all acts and sign all documents necessary to secure, defend and maintain all said Letters Patent and rights, including any continuations, divisionals, reissues, renewals and extensions, and request issuance of all said Letters Patent to the above Assignee in accordance with this assignment

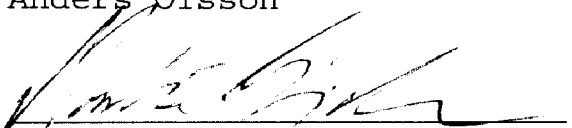
DATE:

11/08/01


Anders Olsson

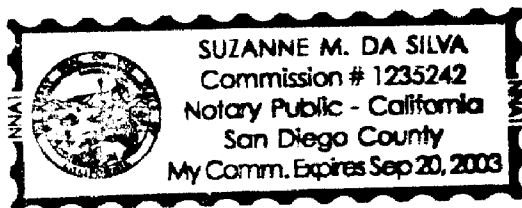
DATE:


11/08/01


Martin Liljenback

State of California
County of San Diego

Subscribed and sworn to before me on 11-8-01




Suzanne M Da Silva

A S S I G N M E N T

WHEREAS, I, Anders Olsson, a citizen of Sweden, residing at 6247 La Jolla Blvd., La Jolla, California 92037, U.S.A.; and Martin Liljenback, a citizen of Sweden, residing at 615 Stratford Ct. #9, Del Mar, California 92017, U.S.A., for good and valuable consideration, receipt of which is hereby acknowledged, have assigned and do hereby assign to **WEBSIDESTORY, INC.**, a corporation organized under the laws of the State of California, U.S.A., with a principal business address of 10182 Telesis Court, 6th Floor, San Diego, California 92121, U.S.A. (hereinafter Assignee), its successors, assigns and legal representatives, the entire right, title and interest in and to U.S. Patent Application No. 10 000 000, which was filed on October 22, 2001 (applicant's attorney is authorized to enter serial number and filing date after execution of this document) entitled:

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DATE: 11/08/01

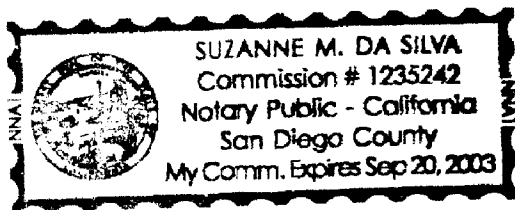
[Signature]
Anders Olsson

DATE: 11/08/01

[Signature]
Martin Liljenback

State of California
County of San Diego

Subscribed and sworn to before me on 11-8-01



[Signature]
Suzanne M Da Silva

A S S I G N M E N T

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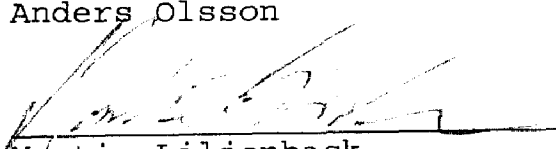
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Anders Olsson

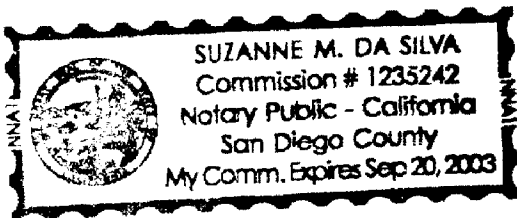
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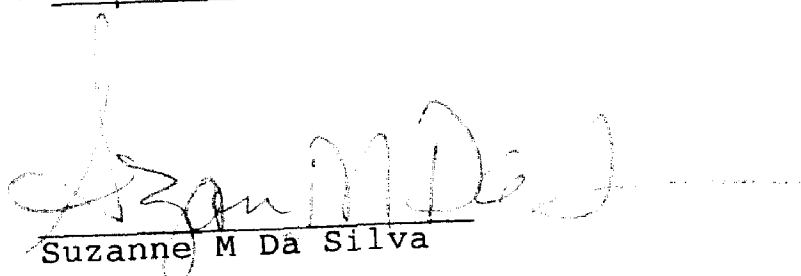
11/08/01


Martin Liljenback

State of California
County of San Diego

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Suzanne M Da Silva