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03-11-2004

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Form PTO-1595



Attorney Docket No.: **VIGN1520**
EET

102692851

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

1. Name of Conveying party(ies):

R. Scott Dickerson
Jeffrey M. Collins

Additional name(s) of conveying party(ies)
Attached? Yes No

2. Name and address of receiving Party(ies):

Name: **Vignette Corporation**
1301 S. MoPac Expressway, Suite 100
Austin, Texas 78746

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

3. Nature of conveyance:

- : **Assignment** : Merger
- : Security Agreement : Change of name
- : Other:

Execution Date: **February 14, 2004; March 17, 2003**

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) **10/681,710**

B. Patent No.(s)

Additional numbers attached? Yes : No

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

Name **Customer No. 25094**
Gray Cary Ware & Freidenrich LLP
1221 So. MoPac Expressway
Suite 400
Austin, Texas 78746

6. Total number of Applications and patents involved: 1

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

8. **Enclosed**

9. Authorized to charge the recordation fee or any underpayment to deposit account No. 50-0456.
A duplicate copy of this page is attached.

DO NOT USE THIS SPACE

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

George R Meyer 3/8/2004
George R. Meyer Date

Reg. No. 35,284

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Certificate of Mailing Under 37 C.F.R. 1.8

I hereby certify that this document is being deposited with the U.S. Postal Service as First Class Mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22312-1450 on March 5, 2004.

Carolyn J Williams
Carolyn J Williams

Total number of pages including cover sheet, attachments, and document: **5**

ASSIGNMENT

This Assignment is made by **Robert K. Moore**, of **Austin, Texas**, **Robert S. Dickerson**, of **Atlanta, Georgia** and **Jeffrey M. Collins**, of **Austin, Texas** ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled **SITE AND CHANNEL MANAGEMENT TO ACHIEVE CONTENT REPURPOSING**, for which an application for United States Letters Patent was made on **October 8, 2003**, bearing an application number of **10/681,710**; and

WHEREAS, Assignors believe themselves to be the original inventors of the invention including any and all improvements disclosed in said application ("Invention"); and

WHEREAS, the parties desire to have a recordable instrument assigning the entire right, title and interest in and to said Invention, said application, on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application, and any patents, invention registrations or other forms of protection ("Patents") that may be granted for said Invention in the United States and throughout the world;

NOW, THEREFORE, in accordance with the obligations to assign the Invention and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign, and transfer to **Vignette Corporation** having a principal place of business at **Two Barton Skyway, 1601 South MoPac Expressway, Austin, Texas 78746** (hereinafter referred to as "Assignee"), the entire right, title, and interest in and to said Invention, said application and any Patents that may be granted for said Invention in the United States and throughout the world, including the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties, or otherwise.

Assignors agree that, upon request and without further compensation, but at no expense to Assignors, they and/or their legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing the Patents in the United States and throughout the world for said Invention, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to said Invention, said application, and any Patents granted for said Invention in the United States and throughout the world.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignors authorize and request the Commissioner for Patents of the United States and of all foreign countries to issue any Patents granted for said Invention, whether on said application or on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application, to Assignee, its successors and assigns, as the assignee of the entire interest in said Invention.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the dates provided below.

Name of Sole/First Inventor: **Robert K. Moore**
Signature: _____
Date: _____

Name of Additional Inventor: **Robert S. Dickerson**
Signature: Robert S. Dickerson
Date: 2-14-04

Name of Additional Inventor: **Jeffrey M. Collins**
Signature: _____
Date: _____

ASSIGNMENT

This Assignment is made by **Robert K. Moore, R. Scott Dickerson and Jeffrey M. Collins** ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled **SITE AND CHANNEL MANAGEMENT TO ACHIEVE CONTENT REPURPOSING**, for which an application for United States Patent is made, said application having been executed on even date herewith; and

WHEREAS, Assignors believe themselves to be the original inventors of the invention including any and all improvements disclosed in said application ("Invention"); and

WHEREAS, the parties desire to have a recordable instrument assigning the entire right, title and interest in and to said Invention, said application and any patents, invention registrations or other forms of protection ("Patents") that may be granted for said inventions in the United States and throughout the world;

NOW, THEREFORE, in accordance with the obligations to assign the Invention and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign, and transfer to **VIGNETTE CORPORATION** having a principal place of business at **Two Barton Skyway, 1601 South MoPac Expressway, Austin, TX 78746** (hereinafter referred to as "Assignee"), the entire right, title, and interest in and to said Invention, said application and any Patents that may be granted for said Invention in the United States and throughout the world, including the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties, or otherwise.

Assignors agree that, upon request and without further compensation, but at no expense to Assignors, he/she and/or their legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing the Patents in the United States and throughout the world for said Invention, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to said Invention, said application, and any Patents granted for said Invention in the United States and throughout the world.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignors authorize and request the Assistant Commissioner for Patents of the United States and of all foreign countries to issue any Patents granted for said Invention,

