

3-7-06

03-15-2006



103197542

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Benjamin Paul Bauermeister

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 06 March 2006

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: ADOBE SYSTEMS INCORPORATED

Internal Address: _____

Street Address: 345 Park Avenue

City: San Jose

State: California

Country: USA Zip: 95110

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

118243 U.S. PTO
11/369523

030706

4. Application or patent number(s):

☒ This document is being filed together with a new application.

A. Patent Application No.(s)

EAYALEW1 00000001 11369523

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

40.00 OP

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

Name: Janet D. Chance

Internal Address: Kokka & Hsu, PC

Street Address: 1001 Rengstorff Avenue, Suite 250

City: Mountain View

State: California Zip: 94043

Phone Number: 650 428 0312

Fax Number: 650 428 0314

Email Address: jchance@kokkahsu.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- ☒ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers 7389
Expiration Date 8/2006

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Janet D. Chance
Signature

07 March 2006

Date

Janet D. Chance, Reg. No. 55,048

Name of Person Signing

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

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT OF PATENT APPLICATION

For good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned, inventor:

Benjamin Paul Bauermeister, a citizen of The United States of America

Who have created a certain invention for which an application for United States Letters Patent entitled "**DYNAMIC CONTENT INSERTION**" has been executed and



is filed herewith;



was filed in the U.S. Patent and Trademark Office on [DATE] and assigned Serial Number [NUMBER];

Do hereby sell, assign and transfer to **Adobe Systems Incorporated, Inc. a Delaware corporation**, having a place of business at **345 Park Avenue, San Jose, California, 95110**, its successors, assigns, and legal representatives, the full and exclusive right to said invention and said application and to any and all inventions described in said application for the United States, its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefore in the United States, its territorial possessions and all foreign countries; and in and to any and all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, and all other applications for Letters Patent relating thereto which have been or shall be filed in the United States, its territorial possession and/or any foreign countries, and all rights, together with all priority rights, under any of the international conventions, unions, agreements, acts, and treaties, including all future conventions, unions, agreements, acts, and treaties;

Agree that **Adobe Systems Incorporated**, hereinafter referred to as Assignee, may apply for and receive Letters Patent for said invention and said inventions, hereinafter referred to as said invention, in its own name, in the United States, its territorial possessions, and all foreign countries; and that, when requested to carry out in good faith the intent and purpose of this assignment, at the expense of said Assignee, its successors, assigns and legal representatives, the undersigned will execute all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, execute all rightful oaths, assignments, powers of attorney and other papers, testify in any legal or quasi legal proceedings; communicate to said Assignee, its successors, assigns or legal representatives all facts known to the undersigned relating to said invention and the history thereof; and generally do everything possible which said Assignee, its successors, assigns, or legal representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said invention and for vesting title to said invention and all applications for patents on said invention in said Assignee, successors, assigns, or legal representatives;


The terms "Application" and Application for Letters Patent" as used herein include both provisional and non-provisional applications;

Inventor(s) hereby authorizes the above-mentioned Assignee or its legal representative to insert in this instrument the filing date and serial number of said Application or any other information that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document; and

Covenant with said Assignee, its successors, assigns, or legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same has herein expressed is possessed by the undersigned.

IN THE TESTIMONY WHEREOF I have hereunto set my signature on the date indicated below.

Benjamin Paul Bauermeister,



Date: 3/6/06