

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNMENT
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CONVEYING PARTY DATA

Name	Execution Date
International Business Machines Corporation	07/26/2006

RECEIVING PARTY DATA

Name:	Omniture, Inc.
Street Address:	550 East Timpanogos Circle
City:	Orem
State/Country:	UTAH
Postal Code:	84097

PROPERTY NUMBERS Total: 8

Property Type	Number
Patent Number:	6278966
Patent Number:	6338066
Patent Number:	6385619
Patent Number:	6466970
Patent Number:	6601100
Patent Number:	6874024
Patent Number:	6892238
Patent Number:	7035926

CORRESPONDENCE DATA

Fax Number: (650)938-5200
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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CH \$320.00 6278966

Address Line 4: Mountain View, CALIFORNIA 94041

ATTORNEY DOCKET NUMBER:

32021-01000

NAME OF SUBMITTER:

Greg T. Sueoka

Total Attachments: 2

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Form of Recordable Patent Assignment and Reservation

For good and valuable consideration, the receipt of which is hereby acknowledged and stated in the Patent Assignment Agreement Reference No. L064987 between the parties with an effective time and date of 11:59pm United States Eastern Time on July 25, 2006 ("Effective Time and Date") ("Patent Assignment Agreement"), International Business Machines Corporation, a New York corporation having a place of business at Armonk, New York, (hereinafter "ASSIGNOR"), hereby grants, sells, transfers and assigns to Omniture, Inc., a Delaware corporation having a place of business at 550 East Timpanogos Circle, Orem, Utah 84097, (hereinafter "ASSIGNEE"), all of IBM's right, title and interest in and to the United States Letters Patents identified in Exhibit A attached hereto, (hereinafter, "ASSIGNED PATENTS"), to have and to hold the same, unto ASSIGNEE for its own use and enjoyment and for the use and enjoyment of its representatives, successors and assigns, including all damages for infringement of any of the Assigned Patents accruing before, on and after the Effective Time & Date and the sole right to sue therefore under such Assigned Patents, for the full term or terms of all such ASSIGNED PATENTS, subject to all rights granted under the ASSIGNED PATENTS to third parties by ASSIGNOR prior to said Effective Time & Date.

ASSIGNOR hereby reserves and retains, for the benefit of itself and its subsidiaries and its and their successors and assigns, the rights and licenses set forth in the Patent Assignment Agreement.

IN WITNESS WHEREOF, ASSIGNOR has caused this Patent Assignment to be duly signed on its behalf.

Signature: *Mark Petersen*

Date: 25-July-2006

Mark Petersen, Director of Finance
Technology & Intellectual Property

State of) New York
) S.S.
County of) Westchester

Before me this 26th day of July, 2006 personally appeared MARK S. PETERSEN to me known to be the person who is described in and who signed the foregoing Assignment and acknowledged to me that he/she signed the same of his/her own free will for the purpose therein expressed.

Carolyn Soriano Notary Public

CAROLYN SORIANO, NOTARY PUBLIC
STATE OF NEW YORK
No. 4610583
QUALIFIED IN WESTCHESTER COUNTY
EXPIRES FEBRUARY 28, 2010

EXHIBIT A

ASSIGNED PATENTS (UNITED STATES)

COUNTRY	IBM DOCKET NUMBER	PATENT NUMBER	ISSUE DATE
US	ARC919970172US1	6278966	08/21/01
US	ARC919980002US1	6338066	01/08/02
US	ARC919980161US1	6385619	05/07/02
US	YOR919990016US1	6466970	10/15/02
US	YOR919990016US2	6601100	07/29/03
US	IL919990038US2	6874024	03/29/05
US	YOR919990017US2	6892238	05/10/05
US	IL919990038US1	7035926	04/25/06

END OF EXHIBIT A