

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Christopher Reid Error	04/11/2007
RECEIVING PARTY DATA	
Name:	Omniture, Inc.
Street Address:	550 E. Timpanogos Circle
City:	Orem
State/Country:	UTAH
Postal Code:	84097
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11701289
CORRESPONDENCE DATA	
Fax Number:	(650)362-1800
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6502094884
Email:	amir@raubvogel.com
Correspondent Name:	Amir H. Raubvogel
Address Line 1:	820 Lakeview Way
Address Line 4:	Redwood City, CALIFORNIA 94062
ATTORNEY DOCKET NUMBER:	OMN12375
NAME OF SUBMITTER:	Amir H. Raubvogel
Total Attachments: 2	
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OP \$40.00 11701289

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Omniture, Inc.** a Delaware corporation, having a place of business at **550 E. Timpanogos Circle, Orem, Utah 84097** ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **Use of Color in a Site Analysis Report** ("APPLICATION"), which:

was filed on **January 31, 2007**, and now bears U.S. application serial number **11/701,289**.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification 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.

Title: Use of Color in a Site Analysis Report
Filed: January 31, 2007
Application No.: 11/701,289

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature _____

Date of Signature _____


Christopher Reid Error

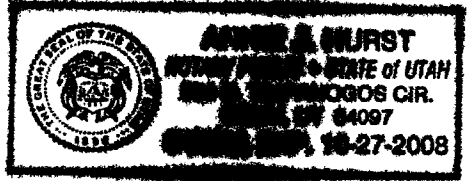
4/11/ _____, 2007

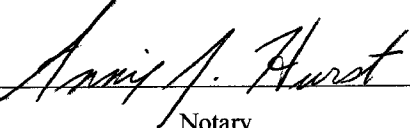
State of Utah
County of Utah

On 4/11/2007 before me, Annie J. Hurst personally appeared
[DATE] [NOTARY PUBLIC]

Christopher Reid Error personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal




Notary