

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Bryan Kocol	03/07/2001
RECEIVING PARTY DATA	
Name:	WEBSIDESTORY, INC.
Street Address:	10182 Telesis Court
Internal Address:	6th Floor
City:	San Diego
State/Country:	CALIFORNIA
Postal Code:	92121
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10072037
CORRESPONDENCE DATA	
Fax Number:	(619)235-0398
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	619 238 1900
Email:	docketing@procopio.com
Correspondent Name:	Pattric J. Rawlins
Address Line 1:	Procopio, Cory, Hargreaves & Savitch LLP
Address Line 2:	530 B Street; Suite 2100
Address Line 4:	San Diego, CALIFORNIA 92101
ATTORNEY DOCKET NUMBER:	109476-000014
NAME OF SUBMITTER:	Pattric J. Rawlins
Total Attachments: 2	
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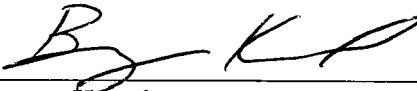
ASSIGNMENT

TO WHOM IT MAY CONCERN:

For the sum of One Dollar and other valuable consideration to me in hand paid, receipt of which is hereby acknowledged, be it known that I, Bryan Kocol of San Diego, California, U.S.A. have sold, assigned and transferred and by these presents do sell, assign, transfer and set over unto WebSideStory, Inc., a California corporation, with an office at 10182 Telesis Court, 6th Floor, San Diego, California 92121, U.S.A., its successors, legal representatives, or assigns, my whole right, title and interest in and to a certain invention relating to WEB PAGE LINK-TRACKING SYSTEM by me devised and the application for United States Patent therefor executed by me and filed in the United States Patent and Trademark Office on February 5, 2001, Serial No. 60/266,723, (applicant's attorney is authorized to enter serial number and filing date after execution of this document) and all original and reissue patents granted thereof, and all divisions and continuations thereof, including the subject matter of any and all claims which may be obtained in every such patent, and all foreign rights to said invention, including the right of priority, and covenant that I have full right to do so, and agree that I will communicate to said corporation or its representatives all facts known to me respecting said invention, whenever requested, and testify in any legal proceedings, sign all lawful papers, make all rightful oaths and generally do everything possible to aid said corporation, its successors, assigns, and nominees, to obtain and enforce proper patent protection for said invention in all countries.

The Commissioner of Patents and Trademarks is requested to issue the Letters Patent which may be granted for said invention or any part thereof unto the said corporation in keeping with this Assignment.

Date: 03/07/01

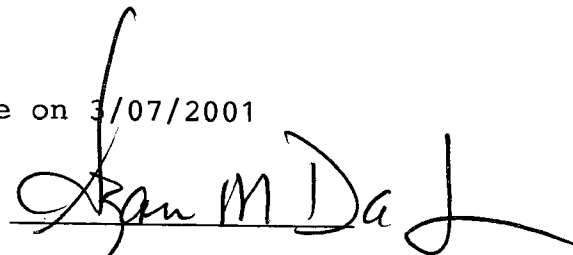

Bryan Kocol

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State of California
County of San Diego

Subscribed and sworn to before me on 3/07/2001




Suzanne M Da Silva-Notary Public