

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
CONVEYING PARTY DATA	
Name	Execution Date
WebSideStory Search and Content Solutions, Inc.	05/31/2007
RECEIVING PARTY DATA	
Name:	Visual Sciences, Inc.
Street Address:	10182 Telesis Court
Internal Address:	Suite 600
City:	San Diego
State/Country:	CALIFORNIA
Postal Code:	92121
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12205225
CORRESPONDENCE DATA	
Fax Number:	(619)398-0115
<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:	530 B Street
Address Line 2:	Suite 2100
Address Line 4:	San Diego, CALIFORNIA 92101-4469
ATTORNEY DOCKET NUMBER:	109476-077CT1
NAME OF SUBMITTER:	Pattric J. Rawlins
Total Attachments: 3	
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PATENT  
REEL: 022108 FRAME: 0416



# Delaware

PAGE 1

*The First State*

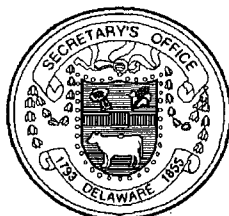
I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

"HITBOX, INC.", A CALIFORNIA CORPORATION,

"WEBSIDESTORY SEARCH AND CONTENT SOLUTIONS, INC.", A CALIFORNIA CORPORATION,

WITH AND INTO "VISUAL SCIENCES, INC." UNDER THE NAME OF "VISUAL SCIENCES, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE THIRTY-FIRST DAY OF MAY, A.D. 2007, AT 6:35 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



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*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5722054

DATE: 06-01-07

PATENT  
REEL: 022108 FRAME: 0418

**CERTIFICATE OF OWNERSHIP**

**MERGING**

**WEBSIDESTORY SEARCH AND CONTENT SOLUTIONS, INC.**

**AND**

**HITBOX, INC.**

**INTO**

**VISUAL SCIENCES, INC.**

(Subsidiary into parent pursuant to Section 253 of the General Corporation Law of Delaware)

\*\*\*\*\*

Visual Sciences, Inc., a corporation incorporated on the 13th day of July, 2000 (formerly known as WebSideStory, Inc.) (the "Corporation"), pursuant to the provisions of the General Corporation Law of the State of Delaware;

**DOES HEREBY CERTIFY:**

**FIRST:** That this Corporation owns 100% of the capital stock of WebSideStory Search and Content Solutions, Inc., a corporation incorporated on the 25<sup>th</sup> day of May, 2005 and Hitbox, Inc., a corporation incorporated on the 19<sup>th</sup> day of December, 1994, in each case pursuant to the provisions of the California Corporations Code, and that this Corporation, by a resolution of its Board of Directors duly adopted by unanimous written consent effective as of the 30th day of May, 2007, determined to and did merge WebSideStory Search and Content Solutions, Inc. and Hitbox, Inc. with and into itself, which resolution is in the following words to wit:

**WHEREAS,** the Corporation lawfully owns 100% of the outstanding stock of WebSideStory Search and Content Solutions, Inc., a corporation organized and existing under the laws of California, and Hitbox, Inc., a corporation organized and existing under the laws of California, and

**WHEREAS,** the Corporation desires to merge WebSideStory Search and Content Solutions, Inc. and Hitbox, Inc. with and into itself and to be possessed of all the estate, property, rights, privileges and franchises of said corporations.

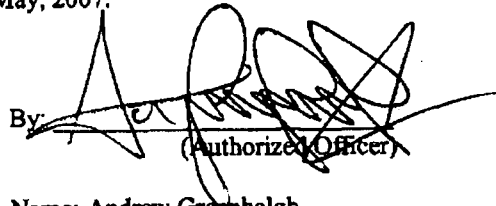
**NOW, THEREFORE, BE IT RESOLVED,** that the Corporation merge WebSideStory Search and Content Solutions, Inc. and Hitbox, Inc. with and into itself, with the Corporation being the surviving corporation in such merger, and that the Corporation assume all of the liabilities and obligations of WebSideStory Search and Content Solutions, Inc. and Hitbox, Inc.;

**RESOLVED FURTHER,** that an authorized officer of the Corporation be and he is hereby directed to make and execute a certificate of ownership setting forth a copy of the resolution to merge WebSideStory Search and Content Solutions, Inc. and Hitbox, Inc. with and into the Corporation and to assume their liabilities and obligations, and the date of adoption thereof, and to file the same in the office of the Secretary of State of Delaware, and a certified

copy thereof in the office of the Recorder of Deeds of New Castle County;

**RESOLVED FURTHER**, that the officers of the Corporation be and they hereby are authorized and directed to do all acts and things whatsoever, whether within or without the State of Delaware, which may be in any way necessary or proper to effect said merger.

**IN WITNESS WHEREOF**, said parent corporation has caused this Certificate to be signed by an authorized officer this 31st day of May, 2007.

By:   
(Authorized Officer)

Name: Andrew Greenhalgh  
Title: Senior Vice President and General  
Counsel