

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| SUBMISSION TYPE:  | NEW ASSIGNMENT             |               |                |                      |                            |                        |             |       |              |                |            |              |       |
|---|----------------------------|---------------|----------------|----------------------|----------------------------|------------------------|-------------|-------|--------------|----------------|------------|--------------|-------|
| NATURE OF CONVEYANCE:   | ASSIGNMENT                 |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| CONVEYING PARTY DATA  |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| <table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>David Robert Kauchak</td><td>06/15/2009</td></tr><tr><td>Richard Edward Chatwin</td><td>06/11/2009</td></tr></tbody></table>   |                            | Name          | Execution Date | David Robert Kauchak | 06/15/2009                 | Richard Edward Chatwin | 06/11/2009  |       |              |                |            |              |       |
| Name  | Execution Date             |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| David Robert Kauchak  | 06/15/2009                 |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Richard Edward Chatwin  | 06/11/2009                 |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| RECEIVING PARTY DATA  |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| <table border="1"><tr><td>Name:</td><td>Adchemy, Inc.</td></tr><tr><td>Street Address:</td><td>101 Redwood Shores Parkway</td></tr><tr><td>Internal Address:</td><td>Third Floor</td></tr><tr><td>City:</td><td>Redwood City</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94065</td></tr></table> |                            | Name:         | Adchemy, Inc.  | Street Address:      | 101 Redwood Shores Parkway | Internal Address:      | Third Floor | City: | Redwood City | State/Country: | CALIFORNIA | Postal Code: | 94065 |
| Name:   | Adchemy, Inc.              |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Street Address:   | 101 Redwood Shores Parkway |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Internal Address:   | Third Floor                |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| City:   | Redwood City               |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| State/Country:  | CALIFORNIA                 |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Postal Code:  | 94065                      |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| PROPERTY NUMBERS Total: 1   |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| <table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12484846</td></tr></tbody></table>  |                            | Property Type | Number         | Application Number:  | 12484846                   |                        |             |       |              |                |            |              |       |
| Property Type   | Number                     |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Application Number:   | 12484846                   |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| CORRESPONDENCE DATA   |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Fax Number: (214)661-4688<br><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>   |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Phone: 214.953.6559   |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Email: susan.bacchi@bakerbotts.com  |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Correspondent Name: BAKER BOTTS L.L.P.  |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Address Line 1: 2001 ROSS AVENUE  |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Address Line 2: SUITE 600   |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Address Line 4: DALLAS, TEXAS 75201-2980  |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| ATTORNEY DOCKET NUMBER:   | 079591.0108                |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| NAME OF SUBMITTER:  | Travis W. Thomas           |               |                |                      |                            |                        |             |       |              |                |            |              |       |
| Total Attachments: 3<br>source=2009_06_15_Assignment_079591_0108#page1.tif  |                            |               |                |                      |                            |                        |             |       |              |                |            |              |       |

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**ASSIGNMENT**

**WHEREAS**, I, the undersigned sole inventor or one of the undersigned joint inventors, of residence as listed, having invented new and useful subject matter disclosed by the patent application entitled **GROUPING USER FEATURES BASED ON PERFORMANCE MEASURES**;

**WHEREAS**, Adchemy, Inc., ("Assignee") a Delaware Corporation, with an address of 101 Redwood Shores Parkway, Third Floor, Redwood City, California 94065, wants to acquire my entire right, title, and interest in and to said subject matter and in and to said patent application and any and all letters patent that issue therefrom;

**NOW, THEREFORE**, for and in consideration of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which I hereby acknowledge, I assign to Assignee all right, title, and interest in and to said subject matter and in and to said application and any and all patents that issue therefrom, as well as any and all divisions, reissues, continuations, continuations in part, and extensions thereof. I hereby authorize and request the Commissioner of Patents and Trademarks to issue all patents for said subject matter, insofar as my interest is concerned, to Assignee.

I hereby assign to Assignee all right, title, and interest in and to said subject matter throughout the world, including the right to file applications and obtain patents, utility models, industrial models, and designs for said subject matter in Assignee's own name throughout the world and further including the right to claim priority to said patent application under any international convention, all rights to publish cautionary notices reserving ownership of said subject matter, and all rights to register said subject matter in appropriate registries throughout the world. I shall execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any and all other papers in connection therewith to perfect Assignee's right, title, and interest in and to said subject matter throughout the world.

I shall communicate to Assignee any and all facts known to me concerning any improvements. At the expense of Assignee, I shall testify in any and all legal proceedings, sign any and all lawful papers, execute any and all divisional, continuation, continuation-in-part, reissue, and substitute applications, make any and all lawful oaths or declarations, and generally do everything possible to perfect Assignee's right, title, and interest in and to said subject matter and to help Assignee obtain and enforce proper protection for said subject matter in any and all countries.

This Assignment shall bind the parties' successors, assigns, and legal representatives.

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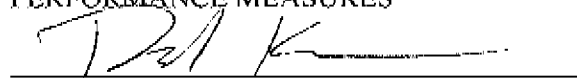
ASSIGNMENT

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Title of Application:

GROUPING USER FEATURES BASED ON  
PERFORMANCE MEASURES

Signature of Inventor:



Name of Inventor:

David Robert Kauchak

Residence:

San Mateo, California, United States of America

Date:

6/15/09

Date Application Executed:

6/15/09

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079591.0108

ASSIGNMENT

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Title of Application: GROUPING USER FEATURES BASED ON  
PERFORMANCE MEASURES

Signature of Inventor: Richard Edward Chatwin

Name of Inventor: Richard Edward Chatwin

Residence: Sunnyvale, California, United States of America

Date: 6/11/2009

Date Application Executed: 6/11/2009

PAL01:102095.1

RECORDED: 06/15/2009

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