

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
Jimmy Yu	10/04/2009
Lemuel S. Park	10/04/2009
Rolland Yip	10/04/2009

**RECEIVING PARTY DATA**

Name:	BrightEdge Technologies
Street Address:	950 Tower Lane Suite 1225
City:	Foster City
State/Country:	CALIFORNIA
Postal Code:	94404

**PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	12574069

**CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER:	17734.2
NAME OF SUBMITTER:	Dustin L. Call

Total Attachments: 4  
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**PATENT  
 REEL: 023331 FRAME: 0726**

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WHEN RECORDED RETURN TO:

PATENT APPLICATION

Docket No.: 17734.2

Workman Nydegger  
1000 Eagle Gate Tower  
60 East South Temple  
Salt Lake City, Utah 84111

**ASSIGNMENT**

WE, Jimmy Yu of 4202 Admiralty Lane, Foster City, CA 94404, Lemuel S. Park of 12914 Hedda St., Cerritos, CA 90703; and Rolland Yip of 1000 Foster City Blvd, 5306 Foster City, CA 94404, have invented a method and apparatus entitled CORRELATING WEB PAGE VISITS AND CONVERSIONS WITH EXTERNAL REFERENCES hereinafter called the "invention."

Preferred embodiments of the invention are disclosed in a United States patent application executed concurrently by us and now identified as File No. 17734.2 of the law firm of Workman Nydegger, 1000 Eagle Gate Tower, 60 East South Temple, Salt Lake City, Utah 84111, and filed in the United States Patent and Trademark Office as Serial No. 12/574,069 on October 6, 2009. (We hereby authorize the attorneys of Workman Nydegger to insert the serial number and filing date when known.)

Assignee, BRIGHTEDGE TECHNOLOGIES, a corporation of the State of Delaware, having a principal place of business at 950 Tower Lane Suite 1225, Foster City, CA 94404, desires to secure the entire right, title and interest in the invention.

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to us by Assignee, the receipt and sufficiency of which we hereby acknowledge, WE HEREBY ASSIGN TO ASSIGNEE:

The entire right, title and interest in the invention in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of the application, or reissues or extensions of Letters Patent or Patents granted thereon, and

in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and foreign countries.

The right to file foreign patent applications on the invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

We hereby authorize and request the United States Commissioner of Patents and Trademarks and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents to issue any and all patents on the invention to Assignee as the owner of the entire interest, for the sole use of Assignee, its successors, assigns and legal representatives.

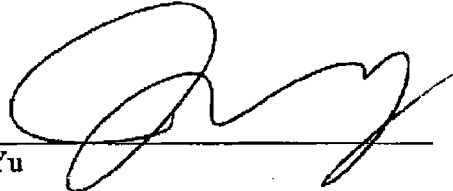
We hereby agree, without further consideration and without expense to us, to sign all lawful papers and to perform all other lawful acts which Assignee may request of us to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue and other United States and foreign patent applications on the invention, and all lawful documents requested by Assignee to further the prosecution of any of such patent applications.

Cooperation to the best of our abilities in the execution of all lawful documents, the production of evidence, nullification, reissue, extension or infringement proceedings involving said invention.

This assignment and agreement shall be binding upon our respective heirs and legal representatives.

DATED 10/4/2009.

  
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Jimmy Yu

DATED 10-4-2009.

  
Lemuel S. Park

DATED October 4, 2009.



Rolland Yip

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