PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Omniture, Inc.	11/12/2009

RECEIVING PARTY DATA

Name:	Adobe Systems Incorporated
Street Address:	345 Park Avenue
City:	San Jose
State/Country:	CALIFORNIA
Postal Code:	95110

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12010810

CORRESPONDENCE DATA

Fax Number: (512)853-8801

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 5128538800
Email: dpoudrier@intprop.com
Correspondent Name: Robert C. Kowert
Address Line 1: P.O. Box 398
Address Line 4: Austin, TEXAS 78767-0398

ATTORNEY DOCKET NUMBER:	6067-44601/RCK
NAME OF SUBMITTER:	Robert C. Kowert

Total Attachments: 16
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ASSIGNMENT OF PATENTS RIGHTS BY
OMNITURE, INC. TO ADOBE SYSTEMS INCORPORATED

Effective this 12th day of November, 2009 for good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned Omniture, Inc., a Delaware corporation having a business address at 550 East Timpanogos Circle, Orem, Utah 84097, ("Assignor") does hereby:

1) Represent and warrant that Assignor is the sole owner of the patents, provisional patent applications, non-provisional patent applications and any and all other assets or rights listed on Exhibit A (collectively, the "Patents") in addition to the assets or rights identified in categories 2) b) through 2) k);

2) Assign, transfer and convey to Adobe Systems Incorporated, a Delaware corporation having a business address at 345 Park Avenue, San Jose, California 95110-2704 ("Assignee"), all of Assignor's right, title and interest that exist today and may exist in the future, in the United States of America, its territorial possessions, and any and all countries of the world, in and to any and all of the following:

   a) the Patents;
   b) any patent which may issue or be granted from any of the Patents;
   c) all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, (ii) for which any of the Patents directly or indirectly forms a basis for priority, and/or (iii) that were co-owned applications that incorporate by reference, or are incorporated by reference into, the Patents;
   d) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, and registrations of any item in any of the foregoing categories a) through c);
   e) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories a) through d), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;
   f) all items in any of the foregoing in categories b) through e), whether or not expressly listed as Patents on Exhibit A and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;
   g) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories b) through f) that (i) are included in any claim in the Patents and/or any item in the foregoing categories b) through f), (ii) are subject matter capable of being reduced to a patent claim in a reissue or reexamination proceeding brought on any of the Patents and/or any item in the foregoing categories b) through f), and/or (iii) could have been included as a claim in any of the Patents and/or any item in the foregoing categories b) through f);
   h) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories a) through g), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;
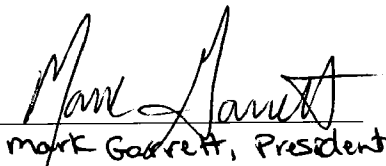
i) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents and/or any item in any of the foregoing categories b) through h), including, without limitation, all causes of action and other enforcement rights for (i) damages, (ii) injunctive relief, and (iii) any other remedies of any kind for past, current, and future infringement; and

j) any provisional or other right to recover damages, including royalties, for prior infringements of any patent application identified in any of the Patents and/or any item in any of the foregoing categories (b) through (i);

k) all rights to collect royalties and other payments under or on account of any of the Patents and/or any item in any of the foregoing categories (b) through (j);

3) Agree, upon request by and at the expense of Assignee (or its successors, assigns or legal representatives), to (i) execute all oaths, assignments, powers of attorney and any other papers, (ii) testify in any legal or quasi legal proceedings, (iii) take any action, and (iv) otherwise fully cooperate with Assignee, in connection with perfecting Assignee's title, or securing, maintaining and enforcing Assignee's rights, under this assignment; and

4) Represent, warrant and covenant that no assignment, grant, mortgage, license or other agreement inconsistent with the rights and property herein conveyed to Assignee has been made or shall be made by Assignor.

Assignor hereby requests the issuance of said patents to Assignee for the sole use and behalf of Assignee, its successors, legal representatives and assigns.

Omniture, Inc. ("Assignor")

Date: _____   By: _____

Mark Garrett, President

STATE OF _____ §
COUNTY OF _____ §

    BEFORE ME, the undersigned authority, on this _____ day of _____, 20__, personally appeared _____ known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his own free will for the purposes and consideration therein expressed.

_____
Notary or Consular Officer

[SEAL]

Adobe Systems Incorporated ("Assignee")

Date: _____   By: _Karen Cottle_
                                             Karen Cottle, Senior Vice President

STATE OF _____ §
COUNTY OF _____ §

    BEFORE ME, the undersigned authority, on this _____ day of _____, 20__, personally appeared _____ known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his own free will for the purposes and consideration therein expressed.
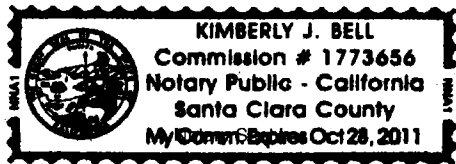
_____
Notary or Consular Officer

[SEAL]

CALIFORNIA ALL-PURPOSE ACKNOWLEDGEMENT

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STATE OF CALIFORNIA)
) ss.

COUNTY OF SANTA CLARA)

On November 12, 2009, before me, Kimberly J. Bell, Notary Public, personally appeared **MARK GARRETT** and **KAREN COTTLE**, who proved to me on the basis of satisfactory evidence to be the persons whose names are subscribed to the within instrument and acknowledged to me that they executed the same in their authorized capacities, and that by their signatures on the instrument the persons, or the entity upon behalf of which the persons acted, executed the instrument.

I certify under Penalty of Perjury under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

_____
Signature of Notary Public

--- *OPTIONAL* ---

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: <u>Assignment of Patents Rights by Omniture, Inc. to Adobe Systems Incorporated</u>

Document Date: _____--_____   Number of Pages: ___<u>8 (2-sided pages)</u>___

Signers(s) Other Than Named Above: _____<u>none</u>_____

Capacity(ies) Claimed by Signers(s)

Signer's Name: Mark Garrett	Signer's Name: Karen Cottle
☐ Individual	☐ Individual
☒ Corporate Officer – Title(s): President	☒ Corporate Officer – Title(s): Senior Vice President
☐ Partner	☐ Partner
☐ Attorney in Fact	☐ Attorney in Fact
☐ Trustee	☐ Trustee
☐ Guardian or Conservator	☐ Guardian or Conservator
☐ Other:	☐ Other:
Signer Is Representing: Omniture, Inc.	Signer Is Representing: Adobe Systems Incorporated

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**PATENT
REEL: 023893 FRAME: 0335**

EXHIBIT A

Country	Application Number	Patent Number	Filing Date	Issue Date	Title	Inventor(s)	
US	10/356,685		01/30/2003		Distributed Data Collection and Aggregation	Brett	Error
US	10/609,008		06/27/2003		Capturing and Presenting Site Visitation Path Data	Brett John	Error Pestana
US	11/367,198		03/02/2006		Capturing and Presenting Site Visitation Path Data	Brett John	Error Pestana
US	10/608,515		06/26/2003		Efficient Click-Stream Data Collection	Brett Christopher	Error Error
US	10/608,442		06/26/2003		Custom Event and Attribute Generation For Use in Website Traffic Data Collection	Brett Christopher Brian	Error Error Curran
US	10/794,809	7,441,195	03/03/2004	10/21/2008	Associating Website Clicks with Links on a Web Page	Brett Christopher Richard	Error Error Zinn
US	12/208,251		09/10/2008		Associating Website Clicks with Links on a Web Page	Brett Christopher Richard	Error Error Zinn
US	10/795,079		03/03/2004		Delayed Transmission of Website Usage Data	Brett Christopher Christopher	Error Error Luby
US	60/498,624		8/27/2003		Classifying and Reporting on Data	Brett Christopher	Error Error
US	60/498,442		8/27/2003		Integrating External, Item-Specific Metrics into a Reporting System	Breet Christopher	Error Error
US	10/993,397	7,603,373	11/18/2009	10/13/2009	Enhanced Visitor Behavior Tracking	Brett Christopher	Error Error
US	60/536,558		1/14/2004		Assigning Value to Contributing Elements	Brett Christopher	Error Error
US	60/688,076		6/6/2005		Website Traffic Analysis Engine and User Interface (SiteCatalyst User Manual)	Catherine Brett Christopher Josh	Wong Error Error Ezro
US	11/274,560		11/14/2005		Data Format for Website Traffic Statistics	Michael	Bailey
US	11/313,588		12/27/2005		Method for Incrementally Adding Segmentation Criteria to a Data Set	Brett	Error
US	11/313,970		12/27/2005		One-Click Segment Definition	Catherine	Wong
US	11/313,589		12/20/2009		Network architecture with load balancing, fault tolerance and distributed querying	Christopher Michael	Error Bailey
US	11/341,231	7,584,435	01/26/2006	09/01/2009	Web Usage Overlays for Third-Party Web Plug-in Content	Michael Brett	Bailey Error
US	11/319,337		12/27/2005		Variable Sampling Rates for Website Visitation Analysis	Christopher	Error
US	11/374,816		03/13/2006		User Interface for a Web Analytics Tool that Includes Automatic Generation of Calendar Items and Target	Brett	Error
US	11/313,875		12/27/2005		Status Pane for Display of Primary Information Including Present State and Past State Information	Brett	Error
US	11/313,445		12/20/2005		Creation Of Segmentation Definitions	Brett Christopher	Error Error
US	11/422,129		06/05/2006		ASP for Web Analytics including Real-Time Segmentation	Brett	Error
US	11/313,443		12/27/2005		Method for Communication between Computing Devices Using Hash Values	Michael	Bailey
US	11/458,306	7,383,334	07/18/2006	06/03/2008	Comparison of Website Visitation Data Sets Generated From Using Different Navigation Tools	Brett Christopher Catherine	Error Error Wong
US	11/510,067		08/24/2006		Bulk Keyword Import/Export System and Methods	Dipendra John	Malhotra Vandermay
US	11/554,020		10/28/2006		Classification And Management Of Keywords Across Multiple Campaigns	Richard Brett	Zinn Error
US	11/696,888		04/05/2007		Classification And Management Of Keywords Across Multiple Campaigns	Richard Brett	Zinn Error

**PATENT
REEL: 023893 FRAME: 0337**

Country	Application Number	Patent Number	Filing Date	Issue Date	Title	Inventor(s)	
US	11/458,313		07/18/2006		Assessment of Click or Traffic Quality	Brett Dipendra	Error Malhotra
US	11/554,018		10/28/2006		Direct Tracking of Keywords to Ads/Text	Brett Richard	Error Zinn
US	11/510,064		08/24/2006		Custom User Definable Bidding System and Method	Kevin P. Dipendra	Smith Malhotra
US	11/523,783		09/18/2006		Dynamic Path Flow Reports	David Catherine Joel	Stair Wong Anderson
US	11/692,851		03/28/2007		Automated Integration of Partner Products	Alan Jessica Kevin_Gary	Winters Peterson Smith
US	11/701,289		01/31/2007		Use of Color in a Site Analysis Report	Christopher	Error
US	11/701,143		01/31/2007		Relevance Slider in a Site Analysis Report	Christopher	Error
US	11/701,401		01/31/2007		Intelligent Node Positioning in a Site Analysis Report	Christopher	Error
US	11/669,876		01/31/2007		User Simulation for Viewing Web Analytics Data	Christopher	Error
US	11/669,869		01/31/2007		Retrieval Mechanism for Web Visit Simulator	Christopher	Error
US	12/022,779		01/30/2008		Page Grouping for Site Traffic Analysis Reports	Christopher	Error
US	12/248,831		10/09/2008		Page Grouping for Site Traffic Analysis Reports	Christopher	Error
US	12/203,749		09/03/2008		Measuring Effectiveness of Marketing Campaigns Across Multiple Channels	Mikel Chad	Chertudi Sollis
US	11/315,712		12/21/2005		Web Analytics and Data Ranking Audio Presentation	Scott	Iverson
US	11/373,381		03/10/2006		Online Syndicated Content Feed Metrics	Trent	Davies
US	11/380,195		04/25/2006		Independent ActionScript Analytics Tools and Techniques	Stehen	Hammond
US	09/105,529	6,278,961	06/26/1998	08/21/2001	Signal and Pattern Detection or Classification by Estimation of Continuous	James B. Michael N.	Kadtke Kremliovsky
US	09/191,988	6,401,057	11/13/1998	06/04/2002	Detection and Classification System for Analyzing Deterministic Properties of Data	James B. Michael N.	Kadtke Kremliovsky
US	09/932,450	6,564,176	08/17/2001	05/13/2003	Signal and Pattern Detection or Classification by Estimation of Continuous	James B. Michael N.	Kadtke Kremliovsky
US	10/145,569	6,732,064	05/13/2002	05/04/2004	Detection and Classification System for Analyzing Deterministic Properties of Data	James B. Michael N.	Kadtke Kremliovsky
US	09/348,218	6,708,203	07/06/1999	03/16/2004	Method and System for Filtering Messages Based on a User Profile and an Informational Processing System Event	Michael B. Joseph M. Tracy	Makar Mosley Tindall
US	11/426,556		06/26/2006		Web-Beacon Plug-Ins and Their Certification	Brett	Error
US	60/862,516		10/23/2006		Certification of Server-Side Partner Plug-Ins for Analytics and Privacy Protection	Catherine Brett	Wong Error
US	12/140,842		06/17/2008		Web-Beacon Plug-Ins and Their Certification	Catherine Brett	Wong Error
US	11/939,748		11/14/2007		Dynamic Variables For Tracking Wireless Device Website Usage	Christopher Brett	Luby Error
US	11/945,023		11/26/2007		Qualification of Website Data and Analysis Using Anomalies Relative to Historic	John Brett	Vandermay Error
US	12/044,655		03/07/2008		Qualification of Website Data and Analysis Using Anomalies Relative to Historic Patterns	Alex T. John Brett	Hill Vandermay Error
US	12/028,749		02/08/2008		Bridge Event Analytics Tools and Techniques	Christopher Brett John	Error Error Pestana
US	11/736,867		04/18/2007		Checkpoint Sequence Fallout Metrics Management During Path Analysis	Michael Christopher	Bailey Error
US	11/669,152		01/30/2007		Data Visualization Using Tables Integrated With Hierarchical Pie Charts	Christopher	Error

PATENT
REEL: 023893 FRAME: 0338

Country	Application Number	Patent Number	Filing Date	Issue Date	Title	Inventor(s)	
US	09/814,308	7,260,551	03/22/2001	08/21/2007	Method for performing a plurality of candidate actions and monitoring the responses so as to choose the next candidate action to take to control a system so as to optimally control its objective function	Paul	Phillips
US	10/098,854	6,892,238	03/13/2002	05/10/2005	aggregating and analyzing information about content requested in an e-commerce web environment to determine conversion rates	Juhnyoung Leora Mark Edith David	Lee Morgenstern Podlaseck Schonberg Wood
US	09/238,861	6,466,970	1/27/1999	10/15/2002	System and method for collecting and analyzing information about content requested in a network (World wide web) environment	Juhnyoung Leora Mark Edith David	Lee Morgenstern Podlaseck Schonberg Wood
US	10/208,449	6,601,100	7/30/2002	07/29/2003	System and method for collecting and analyzing information about content requested in a network (world wide web) environment	Juhnyoung Leora Mark Edith David	Lee Morgenstern Podlaseck Schonberg Wood
US	09/099,622	6,278,966	6/18/1998	08/21/2001	Method and System for Emulating Web Site traffic to identify web site usage patterns	Steven David Mark Paul	Howard Martin Earl Plutowski
US	09/227,117	6,385,619	1/8/1999	05/07/2002	Automatic user interest profile generation from structured document access information	Matthias Qi Shang-Hua	Eichstaedt Lu Teng
US	09/160,828	6,338,066	09/25/1998	01/08/2002	Surfaid predictor: web-based system for predicting surfer behavior	David Hansel Mark William Shivakumar Kevin David	Martin Joseph Plutowski Spangler Vaithyanathan Wheeler Wolpert
US	10/638,067	6,874,024	08/08/2003	03/29/2005	Visualizing access to a computer resource	Doron Michal Yoelle Sigalit	Cohen Jacovi Maarek-Smadja Ur
US	09/487,636	7,035,926	11/30/1999	04/25/2006	Real-Time Monitoring of Web Activities	Doron Michal Yoelle Vladimir	Cohen Jacovi Maarek-Smadja Soroka
US	09/428,930	6,535,916	10/28/1999	03/18/2003	Systems, methods and computer program products for linking transaction by multiple web siteservers to web site visitors	Binh	Nguyen
US	09/949,033	6,973,492	09/07/2001	12/06/2005	Method and Apparatus for Collecting page load abandons in click stream data	Mary	Streble
US	09/825,097	7,003,565	04/03/2001	02/21/2006	Clickstream data collection	John Binh Marcia	Hind Nguyen Peters
US	10/135,278	7,085,832	04/30/2002	08/01/2006	Method and Apparatus for enabling an internet web server to keep an accurate	Paul Stephen	Briscoe Hammer
US	09/129,262	6,553,417	08/05/1998	04/22/2003	Internet data access acknowledgment applet and method	James	Gampper
US	09/516,172	6,701,363	02/29/2000	03/02/2004	Method, computer program product, and system for deriving web transaction performance metrics	Willy Nagui Joseph LeRoy W. Mark	Chiu Halim Hellerstein Krueger Mills Squillante
US	11/765,311	7,542,918	06/19/2007	06/02/2009	Method for Performing a Plurality of Candidate Actions and Monitoring the Responses.	Paul	Phillips

PATENT
REEL: 023893 FRAME: 0339

Country	Application Number	Patent Number	Filing Date	Issue Date	Title	Inventor(s)	
US	11/583,216		10/18/2006		Presentation of secondary local content in a region of a web page after an elapsed time	Mark	Cyster
US	10/789,665		02/27/2004		Method and System for Collecting Online Merchandising Data	Benjamin Matthew	Pearson Roche
US	10/269,050		10/11/2002		System, Method and Computer Program Product for Processing and Visualization of Information	Jim David David	MacIntyre Scherer Roshaentl
US	10/957,671	7,617,186	10/05/2007	11/10/2009	System, Method, and Computer Program for Successive and Approximation of Query	David David	Scherer Rosenthal
US	12/010,810		01/30/2008		System, Method and Computer Program Product for Processing and Visualization of Information	Jim David David	MacIntyre Scherer Roshentl
US	12/010,811		01/30/2008		System, Method and Computer Program Product for Processing and Visualization of Information	David Jim David	Scherer MacIntyre Roshaentl
US	12/010,812		01/30/2008		System, Method and Computer Program Product for Processing and Visualization of Information	David Jim David	Roshaentl MacIntyre Scherer
US	10/838,438	7,464,187	05/04/2004	12/09/2008	Internet Website Traffic Flow Analysis	B.	Barrelet
US	12/330,364		12/28/2008		Internet Website Traffic Flow Analysis	C. B.	Glommen Barrelet
US	10/037,674		10/22/2001		Event Collection Architecture	A. M.	Olsson Liljenback
US	10/072,037	7,502,994	02/05/2002	3/10/2009	Web Page Link-Tracking System	B.	Kocol
US	10/039,536	7,426,687	01/04/2002	09/16/2008	Automatic Linking of Documents	H J K M S	Schectman Hay Wallace Thompson Kusmer
US	12/205,225		09/05/2008		Automatic Linking of Documents	D H J K M S	Schultz Schectman Hay Wallace Thompson Kusmer
US	10/877,488		06/27/2003		Context-Switching Mechanism for Facilitating Content Creation and Software Development	S R H D M K	Kusmer King Schectman Schultz Thompson Wallace
US	10/039,537		01/04/2001		Simplified Document Creation	S H D J M K	Kusmer Schectman Schultz Hay Thompson Wallace
US	11/735,840		04/14/2006		Analytics Based Generation of Ordered Lists, Search Engine Fee Data, and Sitemaps	M K K J B J S	Bessiere Wallace Rhoton McTiernan Herring Wu Kusmer
US	11/866,248		10/02/2007		System and Method for Active Browsing	M D M B S	Bessieres Brinegar O'brien Sullivan Kusmer
US	09/326,475	6,393,479	06/04/1999	05/21/2002	Internet Website Traffic Flow Analysis	C B	Glommen Barrelet
US	10/072,274	6,766,370	02/08/2002	07/20/2004	Internet Website Traffic Flow Analysis	C B	Glommen Barrelet

PATENT
REEL: 023893 FRAME: 0340

Patents and Applications

Country	Application Number	Patent Number	Filing Date	Issue Date	Title	Inventor(s)	
US	09/957,099	7,155,491	09/19/2001	12/26/2006	Indirect Address Rewriting	D H J K M S	Schultz Schectman Hay Wallace Thompson Kusmer
US	12/572,727		10/02/2009		Dynamically Allocating Marketing Results Among Categories	Kevin Matt	Willeitner Belkin

Country	Application Number	Patent Number	Filing Date	Issue Date	Title	Inventor(s)	
GB	GB99113755		05/18/1999		Website Visitor Emulator for Load Testing		
PCT	PCT/US2003/20575		06/27/2003		Sequence Analysis Engine	Brett John	Error Pestana
Australia	2003248767		06/27/2003		Capturing and Presenting Site Visitation Path Data	Brett John	Error Pestana
Canada	2491419		06/27/2003		Capturing and Presenting Site Visitation Path Data	Brett John	Error Pestana
China	3818472.9		06/27/2003		Capturing and Presenting Site Visitation Path Data	Brett John	Error Pestana
EPO	37622396		06/27/2003		Capturing and Presenting Site Visitation Path Data	Brett John	Error Pestana
Japan	20040518113		06/27/2003	09/04/2009	Capturing and Presenting Site Visitation Path Data	Brett John	Error Pestana
PCT	PCT/US2004/006898		03/04/2004		Associating Website Clicks with Links on a Web Page	Brett Christopher Richard	Error Error Zinn
Australia	2004217115		03/04/2004	06/12/2009	Associating Website Clicks with Links on a Web Page	Brett Christopher Richard	Error Error Zinn
Canada	2518109		03/04/2004		Associating Website Clicks with Links on a Web Page	Brett Christopher Richard	Error Error Zinn
China	ZL200480009131.0		03/04/2004	11/26/2008	Associating Website Clicks with Links on a Web Page	Brett Christopher Richard	Error Error Zinn
EPO	47174859		03/04/2004		Associating Website Clicks with Links on a Web Page	Brett Christopher Richard	Error Error Zinn
Japan	2006-509207		03/04/2004		Associating Website Clicks with Links on a Web Page	Brett Christopher Richard	Error Error Zinn
PCT	PCT/US2004/006696		03/04/2004		Delayed Data Collection Using Web Beacon-Based Tracking Methods	Brett Christopher Christopher	Error Error Luby
PCT	PCTUS2004039253		11/19/2004		Enhanced Visitor Behavior Tracking	Brett Christopher	Error Error
Australia	2004294177		11/19/2004		Enhanced Visitor Behavior Tracking	Brett Christopher	Error Error
Canada	2545126		11/19/2004		Enhanced Visitor Behavior Tracking	Brett Christopher	Error Error
China	2004800343595		11/19/2004		Enhanced Visitor Behavior Tracking	Brett Christopher	Error Error
EPO	48118954		11/19/2004		Enhanced Visitor Behavior Tracking	Brett Christopher	Error Error
Japan	2006541629		11/19/2004		Enhanced Visitor Behavior Tracking	Brett Christopher	Error Error
PCT	PCTUS2006020550		05/26/2006		Method for Incrementally Adding Segmentation Criteria to a Data Set	Brett	Error
Australia	2006255635		05/26/2006		Method for Incrementally Adding Segmentation Criteria to a Data Set	Brett	Error
Canada	2610291		05/26/2006		Method for Incrementally Adding Segmentation Criteria to a Data Set	Brett	Error
China	2006800272495		05/26/2006		Method for Incrementally Adding Segmentation Criteria to a Data Set	Brett	Error
EPO	67604538		05/26/2006		Method for Incrementally Adding Segmentation Criteria to a Data Set	Brett	Error
Japan	2008514722		05/26/2006		Method for Incrementally Adding Segmentation Criteria to a Data Set	Brett	Error
PCT	PCTUS2006020548		05/26/2006		One-Click Segment Definition	Catherine	Wong
Australia	2006255634		05/26/2006		One-Click Segment Definition	Catherine	Wong

PATENT
REEL: 023893 FRAME: 0342

Country	Application Number	Patent Number	Filing Date	Issue Date	Title	Inventor(s)	
Canada	2610288		05/26/2006		One-Click Segment Definition	Catherine	Wong
China	2006800272917		05/26/2006		One-Click Segment Definition	Catherine	Wong
EPO	67713610		05/26/2006		One-Click Segment Definition	Catherine	Wong
Japan	2008514721		05/26/2006		One-Click Segment Definition	Catherine	Wong
PCT	PCT/US2006/021767		06/05/2006		Web Usage Overlays for Third-Party Web Plug-in Content	Michael Brett	Bailey Error
Australia	2006255138		12/06/2007		Web Usage Overlays for Third-Party Web Plug-in Content	Michael Brett	Bailey Error
Canada	2609992		11/27/2007		Web Usage Overlays for Third-Party Web Plug-in Content	Michael Brett	Bailey Error
China	200680020114.6		12/06/2007		Web Usage Overlays for Third-Party Web Plug-in Content	Michael Brett	Bailey Error
EPO	06772175.3		11/19/2007		Web Usage Overlays for Third-Party Web Plug-in Content	Michael Brett	Bailey Error
Japan	2008-514961		11/30/2007		Web Usage Overlays for Third-Party Web Plug-in Content	Michael Brett	Bailey Error
PCT	PCTUS2006021287		06/02/2006		User Interface for a Web Analytics Tool that Includes Automatic Generation of Calendar Items and Target	Brett	Error
Australia	2006255550		06/02/2006		User Interface for a Web Analytics Tool that Includes Automatic Generation of Calendar Items and Target	Brett	Error
Canada	2610775		06/02/2006		User Interface for a Web Analytics Tool that Includes Automatic Generation of Calendar Items and Target	Brett	Error
China	2006800268818		06/02/2006		User Interface for a Web Analytics Tool that Includes Automatic Generation of Calendar Items and Target	Brett	Error
EPO	67718437		06/02/2006		User Interface for a Web Analytics Tool that Includes Automatic Generation of Calendar Items and Target	Brett	Error
Japan	2008514856		06/02/2006		User Interface for a Web Analytics Tool that Includes Automatic Generation of Calendar Items and Target	Brett	Error
PCT	PCTUS2006021937		06/05/2006		Status Pane for Display of Primary Information Including Present State and Past State Information	Brett	Error
Australia	2006255053		06/05/2006		Status Pane for Display of Primary Information Including Present State and Past State Information	Brett	Error
Canada	2610472		06/05/2006		Status Pane for Display of Primary Information Including Present State and Past State Information	Brett	Error
China	2006800278491		06/05/2006		Status Pane for Display of Primary Information Including Present State and Past State Information	Brett	Error
EPO	67723072		06/05/2006		Status Pane for Display of Primary Information Including Present State and Past State Information	Brett	Error
Japan	2008514972		06/05/2006		Status Pane for Display of Primary Information Including Present State and Past State Information	Brett	Error
PCT	PCTUS2006021978		06/06/2006		Method and User Interface for the Creation of Segmentation Definitions	Brett Christopher	Error Error

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Country	Application Number	Patent Number	Filing Date	Issue Date	Title	Inventor(s)	
Australia	2006255069		06/06/2006		Method and User Interface for the Creation of Segmentation Definitions	Brett Christopher	Error Error
Canada	2610955		06/06/2006		Method and User Interface for the Creation of Segmentation Definitions	Brett Christopher	Error Error
China	2006800263053		06/06/2006		Method and User Interface for the Creation of Segmentation Definitions	Brett Christopher	Error Error
EPO	67723361		06/06/2006		Method and User Interface for the Creation of Segmentation Definitions	Brett Christopher	Error Error
Japan	2008514975		06/06/2006		Method and User Interface for the Creation of Segmentation Definitions	Brett Christopher	Error Error
PCT	PCTUS2006021977		06/06/2006		ASP for Web Analytics including Real-Time Segmentation	Brett	Error
Australia	2006255068		06/06/2006		ASP for Web Analytics including Real-Time Segmentation	Brett	Error
Canada	2610953		06/06/2006		ASP for Web Analytics including Real-Time Segmentation	Brett	Error
China	2006800266314		06/06/2006		ASP for Web Analytics including Real-Time Segmentation	Brett	Error
EPO	67723353		06/06/2006		ASP for Web Analytics including Real-Time Segmentation	Brett	Error
Japan	2008514974		06/06/2006		ASP for Web Analytics including Real-Time Segmentation	Brett	Error
PCT	PCTUS2006041892		10/26/2006		A/B Comparison And Lock Method	Brett Christopher Catherine	Error Error Wong
Australia	2006309082		10/26/2006		A/B Comparison And Lock Method	Brett Christopher Catherine	Error Error Wong
Canada	2627042		10/26/2006		A/B Comparison And Lock Method	Brett Christopher Catherine	Error Error Wong
EPO	68268002		10/26/2006		A/B Comparison And Lock Method	Brett Christopher Catherine	Error Error Wong
Japan	2008537962		10/26/2006		A/B Comparison And Lock Method	Brett Christopher Catherine	Error Error Wong
PCT	PCTUS2006041415		10/23/2006		Bulk Keyword Import/Export System and Methods	Dipendra John	Malhotra Vandermay
Australia	2006309104		10/23/2006		Bulk Keyword Import/Export System and Methods	Dipendra John	Malhotra Vandermay
Canada	2627174		10/23/2006		Bulk Keyword Import/Export System and Methods	Dipendra John	Malhotra Vandermay
Japan	2008537866		10/23/2006		Bulk Keyword Import/Export System and Methods	Dipendra John	Malhotra Vandermay
PCT	PCTUS2006042560		10/30/2006		Classification And Management Of Keywords Across Multiple Campaigns	Richard Brett	Zinn Error
EPO	68272277		10/30/2006		Classification And Management Of Keywords Across Multiple Campaigns	Richard Brett	Zinn Error

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Country	Application Number	Patent Number	Filing Date	Issue Date	Title	Inventor(s)	
Japan	2008538110		10/30/2006		Classification And Management Of Keywords Across Multiple Campaigns	Richard Brett	Zinn Error
PCT	PCTUS2006042475		10/30/2006		Assessment of Click or Traffic Quality	Brett Dipendra	Error Malhotra
PCT	PCTUS2006042485		10/30/2006		Direct Tracking of Keywords to Ads/Text	Brett Richard	Error Zinn
Australia	2006305892		10/30/2006		Direct Tracking of Keywords to Ads/Text	Brett Richard	Error Zinn
Canada	2627297		10/30/2006		Direct Tracking of Keywords to Ads/Text	Brett Richard	Error Zinn
EPO	68367119		10/30/2006		Direct Tracking of Keywords to Ads/Text	Brett Richard	Error Zinn
Japan	2008538105		10/30/2006		Direct Tracking of Keywords to Ads/Text	Brett Richard	Error Zinn
PCT	PCTUS2006041893		10/26/2006		Custom User Definable Bidding System and Method	Kevin P. Dipendra	Smith Malhotra
Australia	2006309083		10/26/2006		Custom User Definable Bidding System and Method	Kevin P. Dipendra	Smith Malhotra
Canada	2627185		10/26/2006		Custom User Definable Bidding System and Method	Kevin P. Dipendra	Smith Malhotra
EPO	68268010		10/26/2006		Custom User Definable Bidding System and Method	Kevin P. Dipendra	Smith Malhotra
Japan	2008537963		10/26/2006		Custom User Definable Bidding System and Method	Kevin P. Dipendra	Smith Malhotra
PCT	PCT/US2007/07848		03/28/2007		Automated Integration of Partner Products	Alan Jessica Kevin Gary	Winters Peterson Smith
Australia	2007230854		09/22/2008		Automated Integration of Partner Products	Alan Jessica Kevin Gary	Winters Peterson Smith
Canada	2,647,195		09/19/2008		Automated Integration of Partner Products	Alan Jessica Kevin Gary	Winters Peterson Smith
PCT	PCT/US08/51671		03/04/2004		Use of Color in a Site Analysis Report	Christopher	Error
PCT	PCT/US08/51678		01/22/2008		Relevance Slider in a Site Analysis Report	Christopher	Error
PCT	PCT/US08/51680		01/22/2008		Intelligent Node Positioning in a Site Analysis Report	Christopher	Error
PCT	PCTUS2008050808		01/10/2008		User Simulation for Viewing Web Analytics Data	Christopher	Error
PCT	PCTUS2008050811		01/10/2008		Retrieval Mechanism for Web Visit Simulator	Christopher	Error
PCT	PCT/US08/52490		01/30/2008		Improved Site Analysis Report (based on PRD)	Christopher	Error
PCT	PCT/US2006/060033		10/17/2006		Online Syndicated Content Feed Metrics	Trent	Davies
Australia	2006339995		10/17/2006		Online Syndicated Content Feed Metrics	Trent	Davies
Canada	2643750		10/17/2006		Online Syndicated Content Feed Metrics	Trent	Davies
PCT	PCT/US2007/061445		02/01/2007		Independent ActionScript Analytics Tools and Techniques	Stehen	Hammond

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EPO	7756565.3		02/01/2007		Independent ActionScript Analytics Tools and Techniques	Stehen	Hammond
Japan	JP20090507862T		10/25/2008		Independent ActionScript Analytics Tools and Techniques	Stehen	Hammond
China	200780014724.X		02/01/2007		Independent ActionScript Analytics Tools and Techniques	Stehen	Hammond
Canada	2649834		02/01/2007		Independent ActionScript Analytics Tools and Techniques	Stehen	Hammond
Australia	2007243143		02/01/2007		Independent ActionScript Analytics Tools and Techniques	Stehen	Hammond
PCT	PCT/US2007/061447		02/01/2007		Web-Beacon Plug-Ins and Their Certification	Brett	Error
EPO	7756567.9		02/01/2007		Web-Beacon Plug-Ins and Their Certification	Brett	Error
Canada	2654939		02/01/2007		Web-Beacon Plug-Ins and Their Certification	Brett	Error
Australia	2007265387		02/01/2007		Web-Beacon Plug-Ins and Their Certification	Brett	Error
GB	105616.7		03/07/2001		Method for performing a plurality of candidate actions and monitoring the responses so as to choose the next candidate action to take to control a system so as to optimally control its objective function	Paul	Phillips
PCT	PCT/US2005/006171				Method and System for Collecting Online Merchandising Data	Benjamin Matthew	Pearson Roche
EPO	20050723857				Method and System for Collecting Online Merchandising Data	Benjamin Matthew	Pearson Roche
Canada	20052557598				Method and System for Collecting Online Merchandising Data	Benjamin Matthew	Pearson Roche
Australia	20050218322				Method and System for Collecting Online Merchandising Data	Benjamin Matthew	Pearson Roche
PCT	PCT-2002/032383		10/11/2002		System, Method and Computer Program Product for Processing and Visualization of Information	Jim David David	MacIntyre Scherer Roshaentl
EPO	02801006.4		10/11/2002		System, Method and Computer Program Product for Processing and Visualization of Information	Jim David David	MacIntyre Scherer Roshaentl
Canada	2,462,165		10/11/2002		System, Method and Computer Program Product for Processing and Visualization of Information	Jim David David	MacIntyre Scherer Roshaentl
Australia	2002334954		10/11/2002		System, Method and Computer Program Product for Processing and Visualization of Information	Jim David David	MacIntyre Scherer Roshaentl
Australia	2005294416		10/05/2005		System, Method, and Computer Program for Successive and Approximation of Query Results	David David	Scherer Rosenthal
Canada	2,580,587		10/05/2005		System, Method, and Computer Program for Successive and Approximation of Query Results	David David	Scherer Rosenthal
EPO	05801975.3		10/05/2005		System, Method, and Computer Program for Successive and Approximation of Query Results	David David	Scherer Rosenthal
Japan	2007-534900		10/05/2005		System, Method, and Computer Program for Successive and Approximation of Query Results	David David	Scherer Rosenthal

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PCT	PCT-2005/035764		10/05/2005		System, Method, and Computer Program for Successive and Approximation of Query	David David	Scherer Rosenthal
Hong Kong	61033316		03/04/2004		Associating Website Clicks with Links on a Web Page	Brett Christopher Richard	Error Error Zinn
Hong Kong	51074139		06/27/2003		Capturing and Presenting Site Visitation Path Data	Brett	Error
Australia	2008210905		01/10/2008		User Simulation for Viewing Web Analytics Data	Christopher	Error
Canada	20082677218		01/10/2008		User Simulation for Viewing Web Analytics Data	Christopher	Error
Australia	2008210906		01/10/2008		Retrieval Mechanism for Web Visit Simulator	Christopher	Error
Canada	20082677220		01/10/2008		Retrieval Mechanism for Web Visit Simulator	Christopher	Error
Hong Kong	61120347		11/19/2001		Enhanced Visitor Behavior Tracking	Brett Christopher	Error Error