

PATENT ASSIGNMENT

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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>Jimmy Yu</td><td>08/11/2010</td></tr><tr><td>Sammy Yu</td><td>08/11/2010</td></tr><tr><td>Lemuel S. Park</td><td>08/11/2010</td></tr><tr><td>Rolland Yip</td><td>08/11/2010</td></tr></tbody></table>		Name	Execution Date	Jimmy Yu	08/11/2010	Sammy Yu	08/11/2010	Lemuel S. Park	08/11/2010	Rolland Yip	08/11/2010		
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RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>BrightEdge Technologies</td></tr><tr><td>Street Address:</td><td>1850 Gateway Drive</td></tr><tr><td>Internal Address:</td><td>Suite 400</td></tr><tr><td>City:</td><td>San Mateo</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94404</td></tr></table>		Name:	BrightEdge Technologies	Street Address:	1850 Gateway Drive	Internal Address:	Suite 400	City:	San Mateo	State/Country:	CALIFORNIA	Postal Code:	94404
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
Fax Number: (801)328-1707 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Email: vrobinson@wnlaw.com Correspondent Name: Workman Nydegger Address Line 1: 60 East South Temple Address Line 2: 1000 Eagle Gate Tower Address Line 4: Salt Lake City, UTAH 84111													
ATTORNEY DOCKET NUMBER:	17734.3												
NAME OF SUBMITTER:	Kulaniakea Fisher												

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Total Attachments: 5

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WHEN RECORDED RETURN TO:

PATENT APPLICATION

Docket No: 17734.3

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

ASSIGNMENT

I/We the undersigned, hereinafter collectively referred to as "Assignor", have made an invention entitled OPPORTUNITY IDENTIFICATION AND FORECASTING FOR SEARCH ENGINE OPTIMIZATION. Preferred embodiments of said invention are disclosed in a United States patent application which:

[X] is executed concurrently herewith for filing in the United States Patent and Trademark Office and has been assigned Application Serial No 12/854,644, with a filing date of August 11, 2010.

[] was previously filed in the United States Patent and Trademark Office on _____ as Application Serial No. _____.

[] is a United States National Application of PCT International Application No. _____, filed _____.

(The attorneys of Workman Nydegger are hereby authorized to insert the serial number and filing date when known.)

The Assignee, BrightEdge Technologies, a corporation of the state of Delaware, having a principal place of business 1850 Gateway Drive, Suite 400, San Mateo, CA 94404, desires to secure the entire right, title and interest in said invention and the patent application filed thereon.

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE:

The entire right, title and interest in said invention and in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of said 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 said 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.

Assignor hereby authorizes and requests the United States Commissioner for Patents, 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 said invention to the Assignee as the owner of the entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives.

Assignor hereby agrees, without further consideration and without expense to Assignee, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of Assignor 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 said invention, and all lawful documents requested by the Assignee to further the prosecution of any of such patent applications.

Cooperation to the best of the Assignor's ability 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 Assignor's heirs and legal representatives.



Inventor 1

Jimmy Yu
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)

Inventor's signature  Date 8/11, 2010

Inventor 2

Sammy Yu
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)

Inventor's signature  Date 08/11, 2012


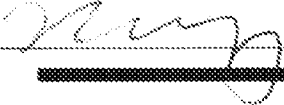
Inventor 3

Lemuel S. Park
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)

Inventor's signature  Date 8-11, 2010


Inventor 4

Rolland Yip
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)

Inventor's signature  Date 8/11, 2010