

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>William Brandon George</td><td>08/31/2011</td></tr><tr><td>Kevin G. Smith</td><td>08/31/2011</td></tr><tr><td>Pearce Aurigemma</td><td>08/31/2011</td></tr><tr><td>Ian Hansen</td><td>08/31/2011</td></tr><tr><td>Carl Sandquist</td><td>09/06/2011</td></tr></tbody></table>	Name	Execution Date	William Brandon George	08/31/2011	Kevin G. Smith	08/31/2011	Pearce Aurigemma	08/31/2011	Ian Hansen	08/31/2011	Carl Sandquist	09/06/2011	
Name	Execution Date												
William Brandon George	08/31/2011												
Kevin G. Smith	08/31/2011												
Pearce Aurigemma	08/31/2011												
Ian Hansen	08/31/2011												
Carl Sandquist	09/06/2011												
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													
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13223220</td></tr></tbody></table>	Property Type	Number	Application Number:	13223220									
Property Type	Number												
Application Number:	13223220												
CORRESPONDENCE DATA													
Fax Number:	(512)853-8801												
Phone:	5128538800												
Email:	dpoudrier@intprop.com												
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>													
Correspondent Name:	Robert C. Kowert												
Address Line 1:	P.O. Box 398												
Address Line 4:	Austin, TEXAS 78767-0398												
ATTORNEY DOCKET NUMBER:	6067-72300/RCK												
NAME OF SUBMITTER:	Robert C. Kowert												

CH \$40.00 13223220

501745100

PATENT
REEL: 027340 FRAME: 0355

Total Attachments: 6

source=B1333E1-Assignment#page1.tif

source=B1333E1-Assignment#page2.tif

source=B1333E1-Assignment#page3.tif

source=B1333E1-Assignment#page4.tif

source=B1333E1-Assignment#page5.tif

source=B1333E1-Assignment#page6.tif

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to Adobe Systems Incorporated (the "Assignee"), a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having its principal place of business at 345 Park Avenue, San Jose, CA 95110, their entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for United States Letters Patent, entitled "GEOGRAPHIC SEGMENTATION SYSTEMS AND METHODS", such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

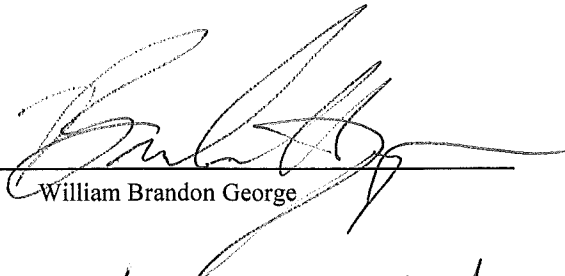
AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

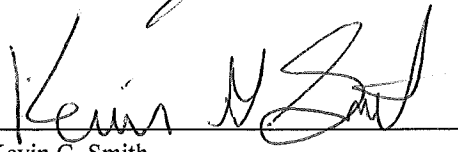
WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT that, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for securing, maintaining and enforcing proper patent protection for such improvements and for vesting title to such improvements in the Assignee;

PATENT
6067-72300
B1333E1

COVENANT AND AGREE that the above is and will be binding on the heirs,
assigns, representatives and successors of the undersigned and extends to the successors,
assigns and nominees of the Assignee.

(Signature)  Date: 8/31/11
Name: William Brandon George

(Signature)  Date: 8/31/11
Name: Kevin G. Smith

(Signature) _____ Date: _____
Name: Pearce Aurigemma

(Signature) _____ Date: _____
Name: Ian Hansen

(Signature) _____ Date: _____
Name: Carl Sandquist

Robert C. Kowert
Meyertons, Hood, Kivlin, Kowert & Goetzel, P.C.
P.O. Box 398
Austin, TX 78767-0398

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to Adobe Systems Incorporated (the "Assignee"), a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having its principal place of business at 345 Park Avenue, San Jose, CA 95110, their entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for United States Letters Patent, entitled "GEOGRAPHIC SEGMENTATION SYSTEMS AND METHODS", such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT that, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for securing, maintaining and enforcing proper patent protection for such improvements and for vesting title to such improvements in the Assignee;

PATENT
6067-72300
B1333E1

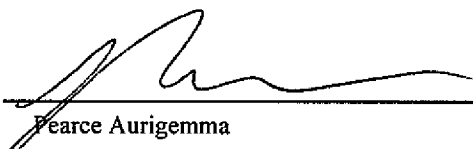
COVENANT AND AGREE that the above is and will be binding on the heirs, assigns, representatives and successors of the undersigned and extends to the successors, assigns and nominees of the Assignee.

(Signature) _____
Name: William Brandon George

Date: _____

(Signature) _____
Name: Kevin G. Smith

Date: _____

(Signature)  _____
Name: Pearce Aurigemma

Date: 8/31/2011

(Signature)  _____
Name: Ian Hansen

Date: 31 Aug. 2011

(Signature) _____
Name: Carl Sandquist

Date: _____

Robert C. Kowert
Meyertons, Hood, Kivlin, Kowert & Goetzel, P.C.
P.O. Box 398
Austin, TX 78767-0398

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to Adobe Systems Incorporated (the "Assignee"), a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having its principal place of business at 345 Park Avenue, San Jose, CA 95110, their entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for United States Letters Patent, entitled "**GEOGRAPHIC SEGMENTATION SYSTEMS AND METHODS**", such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT that, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for securing, maintaining and enforcing proper patent protection for such improvements and for vesting title to such improvements in the Assignee;

PATENT
6067-72300
B1333E1

COVENANT AND AGREE that the above is and will be binding on the heirs,
assigns, representatives and successors of the undersigned and extends to the successors,
assigns and nominees of the Assignee.

(Signature) _____
Name: William Brandon George

Date: _____

(Signature) _____
Name: Kevin G. Smith

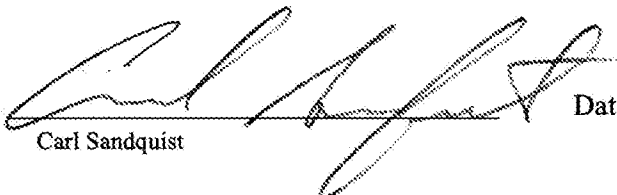
Date: _____

(Signature) _____
Name: Pearce Aurigemma

Date: _____

(Signature) _____
Name: Ian Hansen

Date: _____

(Signature)  _____
Name: Carl Sandquist

Date: SEPT 6, 2011

Robert C. Kowert
Meyertons, Hood, Kivlin, Kowert & Goetzel, P.C.
P.O. Box 398
Austin, TX 78767-0398