

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>Dan Siroker</td> <td>01/02/2012</td> </tr> <tr> <td>Pete Koomen</td> <td>01/02/2012</td> </tr> <tr> <td>Elliot Kim</td> <td>01/02/2012</td> </tr> <tr> <td>Eric Siroker</td> <td>01/02/2012</td> </tr> </tbody> </table>		Name	Execution Date	Dan Siroker	01/02/2012	Pete Koomen	01/02/2012	Elliot Kim	01/02/2012	Eric Siroker	01/02/2012		
Name	Execution Date												
Dan Siroker	01/02/2012												
Pete Koomen	01/02/2012												
Elliot Kim	01/02/2012												
Eric Siroker	01/02/2012												
RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Optimizely, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>599 3rd St.</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 101</td> </tr> <tr> <td>City:</td> <td>San Francisco</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94107</td> </tr> </table>		Name:	Optimizely, Inc.	Street Address:	599 3rd St.	Internal Address:	Suite 101	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94107
Name:	Optimizely, Inc.												
Street Address:	599 3rd St.												
Internal Address:	Suite 101												
City:	San Francisco												
State/Country:	CALIFORNIA												
Postal Code:	94107												
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>13345211</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13345211								
Property Type	Number												
Application Number:	13345211												
CORRESPONDENCE DATA													
<p> Fax Number: (650)324-1678 Phone: 650-324-1677 Email: rhayden@petersverny.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> </p> <p> Correspondent Name: PETERS VERNY , L.L.P. Address Line 1: 425 SHERMAN AVENUE Address Line 2: SUITE 230 Address Line 4: PALO ALTO, CALIFORNIA 94306 </p>													
ATTORNEY DOCKET NUMBER:	5832.01-2 (SMC)												
NAME OF SUBMITTER:	Robert Hayden												
Total Attachments: 2 source=5832_01-2-assignment#page1.tif source=5832_01-2-assignment#page2.tif													

CH \$40.00 13345211

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned, **Dan Siroker, Pete Koomen, Elliot Kim, and Eric Siroker**, do hereby sell, assign, and transfer to **Optimizely, Inc., a Corporation** with offices at **599 3rd St., Suite 101, San Francisco, CA 94107** ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in a United States patent application filed on even date herewith and entitled:

"Systems and Methods for Website Optimization"


and in and to said application and all utility, divisional, continuing, substitute, renewal, reissue, and all other patent applications which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States patent application; and

Agree that said Assignee may apply for and receive patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, 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 said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors,

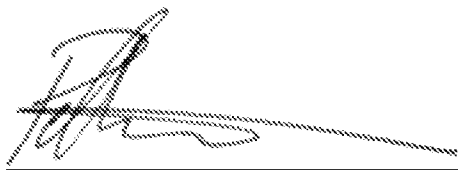
assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

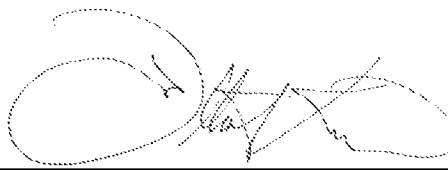
Date: 1/2/12

Name: 
Dan Siroker

Date: 1/2/12

Name: 
Pete Koomen

Date: 1/2/12

Name: 
Elliot Kim

Date: 1/2/12

Name: 
Eric Siroker