

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT												
EFFECTIVE DATE:	12/18/2009												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>JIMMY YU</td> <td>12/18/2009</td> </tr> <tr> <td>LEMUEL S. PARK</td> <td>12/18/2009</td> </tr> <tr> <td>ROLLAND YIP</td> <td>12/18/2009</td> </tr> </tbody> </table>		Name	Execution Date	JIMMY YU	12/18/2009	LEMUEL S. PARK	12/18/2009	ROLLAND YIP	12/18/2009				
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ROLLAND YIP	12/18/2009												
RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>BRIGHTEDGE TECHNOLOGIES INC.</td> </tr> <tr> <td>Street Address:</td> <td>1820 GATEWAY DRIVE</td> </tr> <tr> <td>Internal Address:</td> <td>STE. 100</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 INC.	Street Address:	1820 GATEWAY DRIVE	Internal Address:	STE. 100	City:	SAN MATEO	State/Country:	CALIFORNIA	Postal Code:	94404
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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>13369916</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13369916								
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Application Number:	13369916												
CORRESPONDENCE DATA													
Fax Number:	(435)252-1361												
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<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:	MASCHOFF GILMORE & ISRAELSEN												
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ATTORNEY DOCKET NUMBER:	B1074.10002US02												
NAME OF SUBMITTER:	BRIAN PARKE												

PATENT

Total Attachments: 5

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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 NUNC PRO TUNC

We the undersigned, hereinafter collectively referred to as "Assignors", are the inventors of an invention entitled CORRELATING WEB PAGE VISITS AND CONVERSIONS WITH EXTERNAL REFERENCES.

Preferred embodiments of said invention are disclosed in a United States patent application executed 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.

The Assignee, BrightEdge Technologies, Inc., a corporation of the state of Delaware, having a principal place of business at 950 Tower Lane, Suite 1225, Foster City, California 94404, desires to secure the entire right, title and interest in said application.

Assignors previously executed an Assignment to the Assignee on October 4, 2009. The Assignee was identified as "BrightEdge Technologies" in this previously executed Assignment, which is recorded in the United States Patent and Trademark Office at Reel 023331 on Frame 0726. Assignors hereby confirm that they intended this previously executed Assignment to transfer rights to the Assignee and that they believe this previously executed Assignment did transfer rights to the Assignee. Nevertheless, to the extent (if any) that the previously executed Assignment was not effective to transfer rights to the Assignee, Assignors do execute this Assignment Nunc Pro Tunc as of the effective dates set forth herein.

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

The entire right, title and interest in said invention 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.

Assignors 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 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.

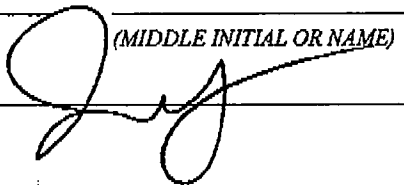
Assignors hereby agree, without further consideration and without expense to Assignors, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of Assignors to make this Assignment fully effective, including, by way of example but not of limitation, the following:

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 Assignors' 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 Assignors' heirs and legal representatives and shall be effective as of October 4, 2009 for Assignors Jimmy Yu, Lemuel S. Park and Rolland Yip.

Inventor 1

Jimmy Yu
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)
Inventor's signature  Date 12/18, 2009

Inventor 2

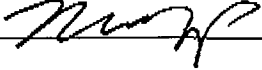
Lemuel S. Park
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)
Inventor's signature  Date 12-18, 2009

Inventor 3

Rolland
(GIVEN NAME)

(MIDDLE INITIAL OR NAME)

Yip
FAMILY (OR LAST NAME)

Inventor's signature 

Date 12/18/09 2009

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