

## 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>Lemuel S. PARK</td> <td>05/25/2012</td> </tr> <tr> <td>Jimmy YU</td> <td>05/25/2012</td> </tr> <tr> <td>Sammy YU</td> <td>05/25/2012</td> </tr> <tr> <td>Emeka AJOKU</td> <td>05/25/2012</td> </tr> <tr> <td>Thomas J. ZIOLA</td> <td>05/25/2012</td> </tr> </tbody> </table>		Name	Execution Date	Lemuel S. PARK	05/25/2012	Jimmy YU	05/25/2012	Sammy YU	05/25/2012	Emeka AJOKU	05/25/2012	Thomas J. ZIOLA	05/25/2012
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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, 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, Ste 100	City:	San Mateo	State/Country:	CALIFORNIA	Postal Code:	94404		
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CORRESPONDENCE DATA													
<p>Fax Number: (435)252-1361</p> <p>Email: jbrodis@mgiiip.com</p> <p><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: Brian Parke</p> <p>Address Line 1: 1441 W. Ute Blvd., Suite 100</p> <p>Address Line 4: Park City, UTAH 84098</p>													
ATTORNEY DOCKET NUMBER:	B1074.10012US03												
NAME OF SUBMITTER:	BRIAN PARKE												
Total Attachments: 6													

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WHEN RECORDED RETURN TO:

Maschoff Gilmore & Israelsen  
1441 W. Ute Blvd., Suite 100  
Park City, Utah 84098-7633

PATENT APPLICATION  
Docket No: B1074.10012US03

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ASSIGNMENT

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I/We the undersigned, hereinafter collectively referred to as "Assignor," have made an invention entitled **OPTIMIZING INTERNET CAMPAIGNS**. Preferred embodiments of said invention are disclosed in a United States patent application which:

- ☐ is executed concurrently herewith for filing in the United States Patent and Trademark Office and has been assigned Application Serial No. \_\_\_\_\_, with a filing date of \_\_\_\_\_.
- ☒ was previously filed in the United States Patent and Trademark Office on May 21, 2012 as Application Serial No. 13/477,034.
- ☐ is a United States National Application of PCT International Application No. \_\_\_\_\_, filed \_\_\_\_\_.

(The attorneys of Maschoff Gilmore & Israelsen are hereby authorized to insert the serial number and filing date when known.)

The Assignee, BRIGHTEDGE TECHNOLOGIES, INC., a corporation of the state of Delaware, having a principal place of business at 1820 Gateway Drive, Suite 100, San Mateo, California 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 ASSIGNS, AND DOES HEREBY ASSIGN 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.

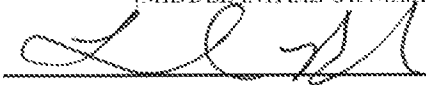
Assignor hereby agrees, without further consideration and without expense to Assignee, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of Assignor to make this Assignment fully effective, including, by way of example but not of limitation, the following:

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**

Lemuel	S.	PARK
<small>(GIVEN NAME)</small>	<small>(MIDDLE INITIAL OR NAME)</small>	<small>FAMILY (OR LAST NAME)</small>
Inventor's signature: 		Date <u>May 25</u> , 2012

**Inventor 2**

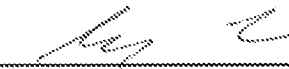
Jimmy YU  
(GIVEN NAME) (MIDDLE-INITIAL OR NAME) FAMILY (OR LAST NAME)

Inventor's signature: [Signature] Date May 25, 2012

**Inventor 3**

<u>Sammy</u>	<u></u>	<u>YU</u>
<i>(GIVEN NAME)</i>	<i>(MIDDLE INITIAL OR NAME)</i>	<i>FAMILY (OR LAST NAME)</i>

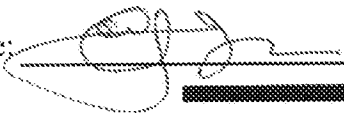
Inventor's signature: \_\_\_\_\_



Date May 25, 2012



**Inventor 4**

<u>Emeka</u> <i>(GIVEN NAME)</i>	<u></u> <i>(MIDDLE INITIAL OR NAME)</i>	<u>AJOKU</u> <i>FAMILY (OR LAST NAME)</i>
Inventor's signature: 		Date <u>May 25</u> , 2012

**Inventor 5**

<u>Thomas</u> <small>(GIVEN NAME)</small>	<u>J.</u> <small>(MIDDLE INITIAL OR NAME)</small>	<u>ZIOLA</u> <small>FAMILY (OR LAST NAME)</small>
Inventor's signature: <u>Thomas J. Ziola</u>		Date <u>May 25</u> , 2012