

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>Shawn A. Gaither</td> <td>08/08/2012</td> </tr> <tr> <td>Randy Lee Swineford</td> <td>08/07/2012</td> </tr> </tbody> </table>		Name	Execution Date	Shawn A. Gaither	08/08/2012	Randy Lee Swineford	08/07/2012				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Adobe Systems Incorporated</td> </tr> <tr> <td>Street Address:</td> <td>345 Park Avenue</td> </tr> <tr> <td>City:</td> <td>San Jose</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95110</td> </tr> </table>		Name:	Adobe Systems Incorporated	Street Address:	345 Park Avenue	City:	San Jose	State/Country:	CALIFORNIA	Postal Code:	95110
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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>13572440</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13572440						
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CORRESPONDENCE DATA											
<p>Fax Number: 4089732595 Phone: 408-973-2585 Email: vpula@ip-patent.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: VAN PELT, YI & JAMES LLP Address Line 1: 10050 N. FOOTHILL BLVD. Address Line 2: SUITE 200 Address Line 4: CUPERTINO, CALIFORNIA 95014</p>											
ATTORNEY DOCKET NUMBER:	ADOBB2265US01										
NAME OF SUBMITTER:	Michael J. Schallop										
Total Attachments: 1 source=ADOBB2265US01 Executed Assignment#page1.tif											

CH \$40.00 13572440

ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

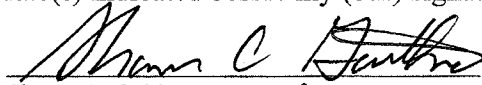
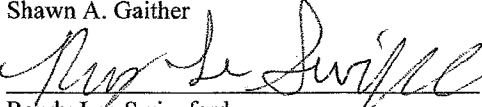
DIRECTING PLUG-IN UPDATES FOR A SOFTWARE APPLICATION TO A TARGET AUDIENCE USING MANIFEST PARAMETERS

(Attorney Docket No. ADOBB2265US01) for which I (we) have executed an application for a United States Letters Patent (the "Application"):

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Sell, assign, and transfer to Adobe Systems Incorporated, a Delaware corporation having a place of business at 345 Park Avenue, San Jose, CA 95110, (hereinafter referred to as "ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- | | | |
|----|--|------------------------|
| 1) | Signature:  | Date: <u>8 AUG 12</u> |
| | Typed Name: Shawn A. Gaither | |
| 2) | Signature:  | Date: <u>8/11/2012</u> |
| | Typed Name: Randy Lee Swineford | |

Atty Dkt. No. ADOBB2265US01

RECORDED: 08/10/2012

PATENT
REEL: 028767 FRAME: 0868