

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Kevin G. Smith</td> <td>11/01/2012</td> </tr> <tr> <td>William Brandon George</td> <td>11/01/2012</td> </tr> </tbody> </table>		Name	Execution Date	Kevin G. Smith	11/01/2012	William Brandon George	11/01/2012				
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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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CORRESPONDENCE DATA											
<p>Fax Number: 5128538801 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 5128538800 Email: dpoudrier@intprop.com Correspondent Name: Robert C. Kowert Address Line 1: P.O. Box 398 Address Line 4: Austin, TEXAS 78767-0398</p>											
ATTORNEY DOCKET NUMBER:	6067-86500/RCK										
NAME OF SUBMITTER:	Robert C. Kowert										
<p>Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif</p>											

CH \$40.00 13666880

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 "**Method and Apparatus Using Historical Influence for Success Attribution in Network Site Activity**", 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;

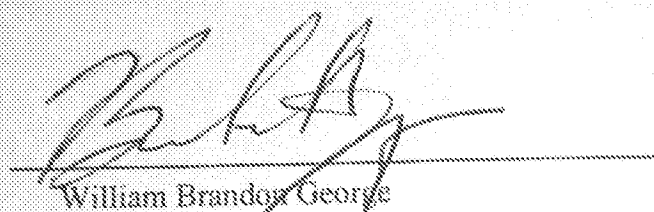
COVENANT that, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all 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;

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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: Kevin G. Smith

Date: 11/1/12

(Signature) 
Name: William Brandon George

Date: 11/1/12

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