

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>Dominique Leblond</td> <td>07/22/2013</td> </tr> <tr> <td>Lars Moellebjerg</td> <td>07/11/2013</td> </tr> <tr> <td>Oleksandra Popova</td> <td>07/12/2013</td> </tr> </tbody> </table>		Name	Execution Date	Dominique Leblond	07/22/2013	Lars Moellebjerg	07/11/2013	Oleksandra Popova	07/12/2013		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>SDL Tridion Development Lab B.V.</td> </tr> <tr> <td>Street Address:</td> <td>Hoogoorddreef 60</td> </tr> <tr> <td>City:</td> <td>Amsterdam Zuidoost</td> </tr> <tr> <td>State/Country:</td> <td>NETHERLANDS</td> </tr> <tr> <td>Postal Code:</td> <td>1101BE</td> </tr> </table>		Name:	SDL Tridion Development Lab B.V.	Street Address:	Hoogoorddreef 60	City:	Amsterdam Zuidoost	State/Country:	NETHERLANDS	Postal Code:	1101BE
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 6508123444 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 650-812-3400</p> <p>Email: patdocket@carrferrell.com, mschelling@carrferrell.com, mshabalin@carrferrell.com</p> <p>Correspondent Name: Myrna M. Schelling</p> <p>Address Line 1: Carr & Ferrell LLP</p> <p>Address Line 2: 120 Constitution Drive</p> <p>Address Line 4: Menlo Park, CALIFORNIA 94025</p>											
ATTORNEY DOCKET NUMBER:	PA6377US										
NAME OF SUBMITTER:	Myrna M. Schelling										
Signature:	/Myrna M. Schelling/										

CH \$40.00 13886199

Date:

07/29/2013

Total Attachments: 2

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned **Dominique Leblond, Lars Moellebjerg, and Oleksandra Popova** do hereby sell, assign, and transfer to **SDL Tridion Development Lab B.V.**, a corporation with offices at **Hoogoorddreef 60, 1101BE Amsterdam Zuidoost, Netherlands** ("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 that are disclosed in United States patent application 13/886,199 filed May 2, 2013 and entitled:

"Blueprinting of Multimedia Assets"


and in and to said application and all utility, divisional, continuing, substitute, renewal, reissue, and all other patent applications that 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 that 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

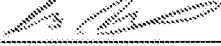
other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable 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.

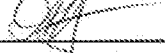
Date: 22 July 2013

Name: 
Dominique Leblond

Date: 11 July 2013

Name: 
Lars Moellebjerg

Date: 12 July 2013

Name: 
Oleksandra Popova