

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Jimmy Yu</td> <td>08/09/2013</td> </tr> <tr> <td>Sammy Yu</td> <td>08/09/2013</td> </tr> <tr> <td>Lemuel S. Park</td> <td>08/12/2013</td> </tr> <tr> <td>Rolland Yip</td> <td>08/19/2013</td> </tr> </tbody> </table>		Name	Execution Date	Jimmy Yu	08/09/2013	Sammy Yu	08/09/2013	Lemuel S. Park	08/12/2013	Rolland Yip	08/19/2013
Name	Execution Date										
Jimmy Yu	08/09/2013										
Sammy Yu	08/09/2013										
Lemuel S. Park	08/12/2013										
Rolland Yip	08/19/2013										
RECEIVING PARTY DATA											
Name:	BrightEdge Technologies, Inc.										
Street Address:	999 Baker Way, Suite 500										
City:	San Mateo										
State/Country:	CALIFORNIA										
Postal Code:	94404										
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>13934109</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13934109						
Property Type	Number										
Application Number:	13934109										
CORRESPONDENCE DATA											
Fax Number:											
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	4352521360										
Email:	lhunsaker@mabr.com										
Correspondent Name:	Brian Parke/Maschoff Brennan										
Address Line 1:	1389 Center Drive, Suite 300										
Address Line 4:	Park City, UTAH 84098										
ATTORNEY DOCKET NUMBER:	B1074.10003US02										
NAME OF SUBMITTER:	BRIAN PARKE										
Signature:	/Brian Parke/ Reg. No. 59,226										

OP \$40.00 13934109

Date:	08/20/2013
	This document serves as an Oath/Declaration (37 CFR 1.63).
<p>Total Attachments: 4 source=B1074_10003US02_Declaration#page1.tif source=B1074_10003US02_Declaration#page2.tif source=B1074_10003US02_Declaration#page3.tif source=B1074_10003US02_Declaration#page4.tif</p>	

DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76) AND ASSIGNMENT FOR SINGLE ASSIGNEE

Title of Invention	OPPORTUNITY IDENTIFICATION AND FORECASTING FOR SEARCH ENGINE OPTIMIZATION
---------------------------	---

Docket Number	B1074.10003US02
----------------------	-----------------

As the below named inventor, I hereby declare that:

This declaration is directed to:

The attached application, or

United States application or PCT international application number 13,934,109 filed on July 2, 2013.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WHEREAS, BrightEdge Technologies, Inc. (hereinafter referred to as "ASSIGNEE") having a place of business at: 999 Baker Way, Suite 500, San Mateo, CA, 94404 desires to acquire the entire right, title and interest in said invention and the above-identified United States patent application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I 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, and reissues, extensions and renewals of Letters Patent granted thereon, and in all corresponding patent applications filed in countries foreign to the United States ("foreign countries") and corresponding international patent applications, and in all Letters Patents issuing on any such patent applications in the United States and foreign countries;

I hereby assign to the ASSIGNEE the right to file patent applications in foreign countries on said invention in its own name and the right to claim priority to the above-identified United States patent application under the terms of the International Convention and any other relevant treaties;

I hereby authorize and request the United States Patent & Trademark Office and officials in patent offices in foreign countries to issue any and all of said Letters Patent to the ASSIGNEE as the assignee of my entire right, title and interest in and to the same, for the sole use and behoof of the ASSIGNEE, its successors, assigns, and legal representatives, to the full end of the term for which said Letters Patent may be granted; and

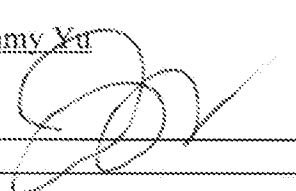
Further, I agree that, without further consideration, I will communicate to the ASSIGNEE any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, substitute, renewal and reissue applications, execute all necessary assignment papers to cause said Letters Patent to be issued to the ASSIGNEE, make all rightful oaths, and, perform all lawful acts to aid the ASSIGNEE, its successors and assigns, to obtain and enforce Letters Patent for said invention in the United States and foreign countries.

LEGAL NAME OF INVENTOR

Inventor: Jimmy Xu

Date: Aug 9, 2013

Signature: _____



MASCHOFF BRENNAN, PLLC
1389 Center Drive, SUITE 300
PARK CITY, UTAH 84098, USA

DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76) AND ASSIGNMENT FOR SINGLE ASSIGNEE

Title of Invention	OPPORTUNITY IDENTIFICATION AND FORECASTING FOR SEARCH ENGINE OPTIMIZATION
---------------------------	---

Docket Number	B1074.10003US02
----------------------	-----------------

As the below named inventor, I hereby declare that:

This declaration is directed to:

The attached application, or

United States application or PCT international application number 13,934,109 filed on July 2, 2013.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WHEREAS, BrightEdge Technologies, Inc. (hereinafter referred to as "ASSIGNEE") having a place of business at: 999 Baker Way, Suite 500, San Mateo, CA, 94404 desires to acquire the entire right, title and interest in said invention and the above-identified United States patent application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I 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, and reissues, extensions and renewals of Letters Patent granted thereon, and in all corresponding patent applications filed in countries foreign to the United States ("foreign countries") and corresponding international patent applications, and in all Letters Patents issuing on any such patent applications in the United States and foreign countries;

I hereby assign to the ASSIGNEE the right to file patent applications in foreign countries on said invention in its own name and the right to claim priority to the above-identified United States patent application under the terms of the International Convention and any other relevant treaties;

I hereby authorize and request the United States Patent & Trademark Office and officials in patent offices in foreign countries to issue any and all of said Letters Patent to the ASSIGNEE as the assignee of my entire right, title and interest in and to the same, for the sole use and behoof of the ASSIGNEE, its successors, assigns, and legal representatives, to the full end of the term for which said Letters Patent may be granted; and

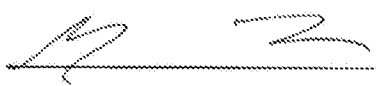
Further, I agree that, without further consideration, I will communicate to the ASSIGNEE any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, substitute, renewal and reissue applications, execute all necessary assignment papers to cause said Letters Patent to be issued to the ASSIGNEE, make all rightful oaths, and, perform all lawful acts to aid the ASSIGNEE, its successors and assigns, to obtain and enforce Letters Patent for said invention in the United States and foreign countries.

LEGAL NAME OF INVENTOR

Inventor: Sammy Yu

Date: Aug 9, 2013

Signature: _____



MASCHOFF BRENNAN, PLLC
1389 Center Drive, SUITE 300
PARK CITY, UTAH 84098, USA

DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76) AND ASSIGNMENT FOR SINGLE ASSIGNEE

Title of Invention	OPPORTUNITY IDENTIFICATION AND FORECASTING FOR SEARCH ENGINE OPTIMIZATION
Docket Number	B1074.10003US02

As the below named inventor, I hereby declare that:

This declaration is directed to: The attached application, or United States application or PCT international application number 13,934,109 filed on July 2, 2013.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WHEREAS, BrightEdge Technologies, Inc. (hereinafter referred to as "ASSIGNEE") having a place of business at: 999 Baker Way, Suite 500, San Mateo, CA, 94404 desires to acquire the entire right, title and interest in said invention and the above-identified United States patent application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I 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, and reissues, extensions and renewals of Letters Patent granted thereon, and in all corresponding patent applications filed in countries foreign to the United States ("foreign countries") and corresponding international patent applications, and in all Letters Patents issuing on any such patent applications in the United States and foreign countries;

I hereby assign to the ASSIGNEE the right to file patent applications in foreign countries on said invention in its own name and the right to claim priority to the above-identified United States patent application under the terms of the International Convention and any other relevant treaties;


I hereby authorize and request the United States Patent & Trademark Office and officials in patent offices in foreign countries to issue any and all of said Letters Patent to the ASSIGNEE as the assignee of my entire right, title and interest in and to the same, for the sole use and behoof of the ASSIGNEE, its successors, assigns, and legal representatives, to the full end of the term for which said Letters Patent may be granted; and

Further, I agree that, without further consideration, I will communicate to the ASSIGNEE any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, substitute, renewal and reissue applications, execute all necessary assignment papers to cause said Letters Patent to be issued to the ASSIGNEE, make all rightful oaths, and, perform all lawful acts to aid the ASSIGNEE, its successors and assigns, to obtain and enforce Letters Patent for said invention in the United States and foreign countries.

LEGAL NAME OF INVENTOR

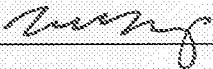
Inventor: Lemuel S. Park

Date: Aug 12, 2013

Signature: 

MASCHOFF BRENNAN, PLLC
1389 Center Drive, SUITE 300
PARK CITY, UTAH 84098, USA

DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76) AND ASSIGNMENT FOR SINGLE ASSIGNEE

Title of Invention	OPPORTUNITY IDENTIFICATION AND FORECASTING FOR SEARCH ENGINE OPTIMIZATION	
Docket Number	B1074.10003US02	
As the below named inventor, I hereby declare that:		
This declaration is directed to:	<input type="checkbox"/>	The attached application, or
	<input checked="" type="checkbox"/>	United States application or PCT international application number <u>13.934.109</u> filed on <u>July 2, 2013</u> .
The above-identified application was made or authorized to be made by me.		
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.		
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.		
WHEREAS, BrightEdge Technologies, Inc. (hereinafter referred to as "ASSIGNEE") having a place of business at: 999 Baker Way, Suite 500, San Mateo, CA, 94404 desires to acquire the entire right, title and interest in said invention and the above-identified United States patent application;		
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I 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, and reissues, extensions and renewals of Letters Patent granted thereon, and in all corresponding patent applications filed in countries foreign to the United States ("foreign countries") and corresponding international patent applications, and in all Letters Patents issuing on any such patent applications in the United States and foreign countries;		
I hereby assign to the ASSIGNEE the right to file patent applications in foreign countries on said invention in its own name and the right to claim priority to the above-identified United States patent application under the terms of the International Convention and any other relevant treaties;		
I hereby authorize and request the United States Patent & Trademark Office and officials in patent offices in foreign countries to issue any and all of said Letters Patent to the ASSIGNEE as the assignee of my entire right, title and interest in and to the same, for the sole use and behoof of the ASSIGNEE, its successors, assigns, and legal representatives, to the full end of the term for which said Letters Patent may be granted; and		
Further, I agree that, without further consideration, I will communicate to the ASSIGNEE any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, substitute, renewal and reissue applications, execute all necessary assignment papers to cause said Letters Patent to be issued to the ASSIGNEE, make all rightful oaths, and, perform all lawful acts to aid the ASSIGNEE, its successors and assigns, to obtain and enforce Letters Patent for said invention in the United States and foreign countries.		
LEGAL NAME OF INVENTOR		
Inventor:	<u>Rolland Yip</u>	Date: <u>8/19/2013</u>
Signature:		

MASCHOFF BRENNAN, PLLC
1389 Center Drive, SUITE 300
PARK CITY, UTAH 84098, USA