

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2568223

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>ALEXANDER KLIMETSCHEK</td> <td>10/03/2013</td> </tr> <tr> <td>ALEXANDRU ROBERT MUNTEANU</td> <td>10/04/2013</td> </tr> <tr> <td>LARS TRIELOFF</td> <td>10/07/2013</td> </tr> </tbody> </table>		Name	Execution Date	ALEXANDER KLIMETSCHEK	10/03/2013	ALEXANDRU ROBERT MUNTEANU	10/04/2013	LARS TRIELOFF	10/07/2013		
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ALEXANDRU ROBERT MUNTEANU	10/04/2013										
LARS TRIELOFF	10/07/2013										
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>95110-2704</td> </tr> </table>		Name:	ADOBE SYSTEMS INCORPORATED	Street Address:	345 PARK AVENUE	City:	SAN JOSE	State/Country:	CALIFORNIA	Postal Code:	95110-2704
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CORRESPONDENCE DATA											
Fax Number: Phone: 404-815-6500 Email: vward@kilpatricktownsend.com <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> Correspondent Name: KILPATRICK TOWNSEND & STOCKTON LLP ADOBE Address Line 1: 1100 PEACHTREE STREET Address Line 2: SUITE 2800 Address Line 4: ATLANTA, GEORGIA 30309-4530											
ATTORNEY DOCKET NUMBER:	58083-877048 (3228US01)										
NAME OF SUBMITTER:	RANDALL K. BALDWIN										
Signature:	/ R. K. Baldwin Reg. No. 59,713 /										

Date:

10/07/2013

**Total Attachments: 6**

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**ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS IN  
PATENT APPLICATION**

Whereas I/we the undersigned inventors have invented certain new and useful innovations as set forth in the patent application titled

**INTEGRATED TESTING, TARGETING AND MEASURING OF WEB SITE  
COMPONENTS**

the specification of which is attached hereto.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventors hereby:

- 1) Agree to sell, assign, transfer, and convey, and hereby do sell, assign, transfer, and convey, to **Adobe Systems Incorporated**, having a place of business at 345 Park Avenue, San Jose, CA 95110-2704, (hereinafter referred to as "ASSIGNEE"), the entire right, title, and interest in and to (a) any intellectual property (including without limitation any innovation, information, invention, discovery, product, process, work, copyright, or design) disclosed, embodied, affixed, shown, or claimed in the above-referenced patent application, implicitly or explicitly; (b) the above-referenced patent application, any application based in whole or in part upon the above-referenced patent application, and any application claiming priority to the above-referenced patent application (including without limitation any continuation, continuation-in-part, reissue, reexamination, or foreign patent application based in whole or in part on the above-referenced patent application or claiming priority to the above-referenced patent application); and (c) any Patent (including without limitation domestic and foreign patents, utility models, industrial designs, divisionals, reissues, and reexaminations) that is granted or issued upon, or that claims priority to, any and all applications under (b) of this paragraph or that discloses or claims intellectual property under (a) of this paragraph, in whole or in part.
- 2) Authorize and request the Commissioner of Patents or any other agency, domestic or foreign, to issue any and all Letters or other Patent(s), or other document(s), resulting from patent applications or intellectual property under paragraph 1 (including without limitation any division(s), continuation(s) (in whole or in part), substitute(s), or reissue(s) thereof) to the ASSIGNEE.
- 3) Agree to execute all papers and documents, including without limitation applications, declarations, oaths, petitions, and other papers, and, entirely at the ASSIGNEE'S expense, perform any acts which are necessary in connection with the

prosecution of patent applications or intellectual property under paragraph 1 and/or the enforcement of patents or other rights resulting from such applications or intellectual property.

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 inventors, 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 dates indicated beside my/our signatures.

- 1) Signature: A. Klimetschek Date: 10/3/2013  
Typed Name: Alexander Klimetschek
- 2) Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Typed Name: Alexandru Robert Munteanu
- 3) Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Typed Name: Lars Trieloff

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