

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
RAHUL GUPTA	03/06/2006
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ADOBE SYSTEMS INCORPORATED
<b>Street Address:</b>	345 PARK AVENUE
<b>City:</b>	SAN JOSE
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95110
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13215398
<b>CORRESPONDENCE DATA</b>	
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<b>Email:</b>	narobinson@kilpatricktownsend.com
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<b>ATTORNEY DOCKET NUMBER:</b>	58083-857841 (B165D1)
<b>NAME OF SUBMITTER:</b>	NATASHA M. ROBINSON
<b>SIGNATURE:</b>	/NATASHA M. ROBINSON/
<b>DATE SIGNED:</b>	04/09/2014
<b>Total Attachments: 2</b>	
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**ASSIGNMENT**

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR, Rahul Gupta, hereby sells, assigns, and transfers to Adobe Systems Incorporated, a Delaware Corporation, having offices located at 345 Park Avenue, San Jose, California 95110-2704, and its successors, assigns and legal representatives (collectively, "ASSIGNEE") all of the right, title and interest of ASSIGNOR throughout the world in and to any and all inventions and improvements which are the subject of a patent document entitled:

**CONTEXTUAL VARIABLE ATTRIBUTE SCALING**

and which is found in:

- (a)  U.S. patent application filed concurrently herewith
- (b)  US. patent application filed on  
 under Application No. \_\_\_\_\_  
 with Express Mail No. \_\_\_\_\_
- (c)  U.S. Patent No. \_\_\_\_\_, issued \_\_\_\_\_

An attorney of record, or the attorney filing the application, is authorized and requested by the execution of this assignment to insert into this assignment the execution date of the application and/or the filing date and serial number of the application when officially known.

This assignment includes the foregoing patent application or patent; all legal equivalents thereof in any foreign country and all patents issuing therefrom; all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements; and the right to claim priority based on the filing date of the foregoing patent application or patent under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. ASSIGNOR authorizes ASSIGNEE to apply in all countries in the name of ASSIGNOR or in the name of ASSIGNEE for patents, utility models, and design registrations and like rights of exclusion and for inventor's certificates for said inventions and improvements.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with this assignment.

ASSIGNOR further covenants for himself and his respective heirs, legal representatives and assigns to provide to ASSIGNEE promptly upon the request of ASSIGNEE all pertinent facts and documents relating to said invention and said patents and legal equivalents as may be known and accessible to ASSIGNOR and to testify as to the same in any interference, litigation, or proceeding relating thereto and promptly to execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue or enforce said application, said inventions and improvements and said patents and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

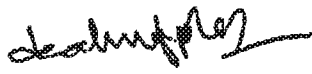
Attorney Docket No. 022.P029

ASSIGNOR requests the Commissioner of Patents and Trademarks to issue said patents of the United States and any reissue or extension thereof to the ASSIGNEE.

Executed this

Signature of inventor

06 day of March, 2006

  
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Rahul Gupta