

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3011413

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
VIVEK PALAN	09/03/2014
PAUL OWEN	09/03/2014
FRANK LEDO	09/01/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ACXIOM CORPORATION
<b>Street Address:</b>	601 E. 3RD ST.
<b>City:</b>	LITTLE ROCK
<b>State/Country:</b>	ARKANSAS
<b>Postal Code:</b>	72201
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14478776
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(501)376-9442
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	(501) 371-0808
<b>Email:</b>	jdougherty@wlj.com
<b>Correspondent Name:</b>	J. CHARLES DOUGHERTY
<b>Address Line 1:</b>	200 W. CAPITOL AVE., SUITE 2300
<b>Address Line 4:</b>	LITTLE ROCK, ARKANSAS 72201
<b>NAME OF SUBMITTER:</b>	J. CHARLES DOUGHERTY
<b>SIGNATURE:</b>	/chuck dougherty/
<b>DATE SIGNED:</b>	09/05/2014
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 6</b>	
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PATENT



## DECLARATION AND ASSIGNMENT

As a below named inventor, I hereby declare that:

This declaration is directed to the attached application, as follows:

Title: Method and System for Tracking User Engagement on Multiple  
Third-Party Sites

Inventors: Vivek Palan  
Paul Owen  
Frank Ledo

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 have reviewed and understand the contents of the above-identified application, including the claims.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations §1.56.

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, I, Vivek Palan, of San Francisco, CA ("Assignor"), together with Paul Owen, of Bend, OR; and Frank Ledo, of Berkeley, CA, have invented certain new and useful improvements in an invention entitled "Method and System for Tracking User Engagement on Multiple Third-Party Sites," set forth in a United States patent application with that same title and being filed herewith;

WHEREAS, Axiom Corporation, a Delaware corporation, having an office and place of business at 601 E. Third St., Little Rock, AR 72201 ("Assignee") is desirous of acquiring the entire right, title and interest in said invention, in said applications, and in any Letters Patent or Patents, United States or foreign, to be obtained therefrom;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above mentioned invention, application, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, including all rights to claim priority, and in and to any and all divisions, continuations, and continuations-in-part of said applications, or reissues or re-examinations of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit, and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

And for the same consideration, Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be entered into which would conflict with this assignment.

And for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will, whenever counsel of Assignee, or the counsel of its successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, but at the cost and expense of Assignee, its successors, legal representatives and assigns.

SIGNED this 3rd day of September, 2014.

Vivek Palan  
Vivek Palan

ACKNOWLEDGMENT

STATE OF CA )  
COUNTY OF San Francisco ) ss

On this 3<sup>rd</sup> day of Sept, in the year 2014, before me, Denise Leigh Ream, a Notary Public in and for the State of CA, personally appeared Vivek Palan, personally known to me/or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he/she executed the same.

In witness whereof, I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

Denise Leigh Ream  
Notary Public

My commission expires:

1-5-2017



## DECLARATION AND ASSIGNMENT

As a below named inventor, I hereby declare that:

This declaration is directed to the attached application, as follows:

Title:	Method and System for Tracking User Engagement on Multiple Third-Party Sites
Inventors:	Vivek Palan Paul Owen Frank Ledo

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 have reviewed and understand the contents of the above-identified application, including the claims.

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WHEREAS, I, Paul Owen, of Bend, OR ("Assignor"), together with Vivek Palan, of San Francisco, CA; and Frank Ledo, of Berkeley, CA, have invented certain new and useful improvements in an invention entitled "Method and System for Tracking User Engagement on Multiple Third-Party Sites," set forth in a United States patent application with that same title and being filed herewith;


WHEREAS, Acxiom Corporation, a Delaware corporation, having an office and place of business at 601 E. Third St., Little Rock, AR 72201 ("Assignee") is desirous of acquiring the entire right, title and interest in said invention, in said applications, and in any Letters Patent or Patents, United States or foreign, to be obtained therefrom;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above mentioned invention, application, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, including all rights to claim priority, and in and to any and all divisions, continuations, and continuations-in-part of said applications, or reissues or re-examinations of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit, and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

And for the same consideration, Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be entered into which would conflict with this assignment.

And for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will, whenever counsel of Assignee, or the counsel of its successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, but at the cost and expense of Assignee, its successors, legal representatives and assigns.

SIGNED this 3<sup>rd</sup> day of September, 2014.


  
Paul Owen

ACKNOWLEDGMENT

STATE OF Oregon )  
COUNTY OF Deschutes ) ss

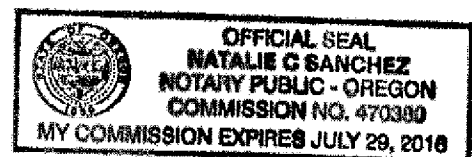
On this 3<sup>rd</sup> day of Sept., in the year 2014, before me, Natalie C. Sanchez, a Notary Public in and for the State of Oregon, personally appeared Paul Owen, personally known to me/or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he/she executed the same.

In witness whereof, I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

  
Notary Public

My commission expires:

July 29th, 2016



## DECLARATION AND ASSIGNMENT

As a below named inventor, I hereby declare that:

This declaration is directed to the attached application, as follows:

Title: Method and System for Tracking User Engagement on Multiple  
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Inventors: Vivek Palan  
Paul Owen  
Frank Ledo

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I have reviewed and understand the contents of the above-identified application, including the claims.

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WHEREAS, I, Frank Ledo, of Berkeley, CA ("Assignor"), together with Vivek Palan, of San Francisco, CA; and Paul Owen, of Bend, OR, have invented certain new and useful improvements in an invention entitled "Method and System for Tracking User Engagement on Multiple Third-Party Sites," set forth in a United States patent application with that same title and being filed herewith;

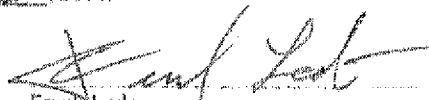
WHEREAS, Axiom Corporation, a Delaware corporation, having an office and place of business at 601 E. Third St., Little Rock, AR 72201 ("Assignee") is desirous of acquiring the entire right, title and interest in said invention, in said applications, and in any Letters Patent or Patents, United States or foreign, to be obtained therefrom;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above mentioned invention, application, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, including all rights to claim priority, and in and to any and all divisions, continuations, and continuations-in-part of said applications, or reissues or re-examinations of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit, and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

And for the same consideration, Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be entered into which would conflict with this assignment.

And for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will, whenever counsel of Assignee, or the counsel of its successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, but at the cost and expense of Assignee, its successors, legal representatives and assigns.

SIGNED this 1 day of September, 2014.

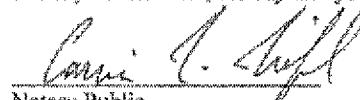
  
Frank Ledo

ACKNOWLEDGMENT

STATE OF California )  
 ) ss  
COUNTY OF Alameda )

On this 1<sup>st</sup> day of Sept, in the year 2014, before me, Carina V. Mifuel, a Notary Public in and for the State of California, personally appeared Frank Ledo, personally known to me/or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he/she executed the same.

In witness whereof, I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

  
Notary Public

My commission expires:

7-17-17

