

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
VISWANATHAN SWAMINATHAN	09/30/2014
GANG WU	09/30/2014
RECEIVING PARTY DATA	
Name:	ADOBE SYSTEMS INCORPORATED
Street Address:	345 PARK AVENUE
City:	SAN JOSE
State/Country:	CALIFORNIA
Postal Code:	95110-2704
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14503802
CORRESPONDENCE DATA	
Fax Number:	(603)782-4378
<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>	
Phone:	603-622-8456
Email:	cwallace@finchmaloney.com
Correspondent Name:	ADOBE / FINCH & MALONEY PLLC
Address Line 1:	50 PHILLIPPE COTE STREET
Address Line 4:	MANCHESTER, NEW HAMPSHIRE 03101
ATTORNEY DOCKET NUMBER:	AD01.4360US01
NAME OF SUBMITTER:	KYLE F. SCHLUETER, REG. NO. 54912
SIGNATURE:	/Kyle F. Schlueter/
DATE SIGNED:	10/01/2014
Total Attachments: 4	
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source=AD01_4360US01_Assignment_to_file#page2.tif	
source=AD01_4360US01_Assignment_to_file#page3.tif	
source=AD01_4360US01_Assignment_to_file#page4.tif	

ASSIGNMENT

For value received, We, the undersigned have agreed and hereby agree to assign to Adobe Systems Incorporated, having a place of business at 345 Park Avenue, San Jose, California, 95110-2704, USA in furtherance of our obligations to Adobe Systems Incorporated, and do hereby assign and transfer to Adobe Systems Incorporated, its successors, and assigns the entire right, title and interest, including the right of priority, in, and to and under an application for Letters Patent of the United States entitled:

DIGITAL CONTENT CONSUMPTION ANALYSIS

Filing date: 1 October 2014

Application Number: 14/503,802

and executed on even date herewith the invention and improvements set forth therein, and any and all continuations, continuations-in-part (CIPs), divisionals, and renewals of and substitutes for said application for said Letters Patent, and any and all Letters Patent of the United States and of countries foreign thereto including the right of priority under the International Convention which may be granted thereon or therefore; and any reissues, or reexaminations, or extensions of said Letters Patent.

We additionally authorize Adobe Systems Incorporated to file applications in our name for Letters Patent in any country, to be held and enjoyed by Adobe Systems Incorporated, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by us had this assignment, and transfer not been made;

And we hereby covenant that we have a full right to convey the entire interest herein assigned, and that we have not executed and will not execute any agreement in conflict herewith, and we further covenant and agree that we will, each time a request is made, and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said invention or improvements, said application and said Letters Patent to Adobe Systems Incorporated, its successors, assigns, nominees or legal representatives, and we agree to communicate to Adobe Systems Incorporated, or to its nominee, all known facts respecting said invention or improvements said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisionals, continuations, CIPs, reissue and foreign applications, to make all rightful oaths and declarations, and generally to do everything possible to aid Adobe Systems Incorporated, its successors, assigns, nominees and legal representatives to obtain and enforce, for its or their own benefit, proper patent protection for said invention or improvements in any and all countries;

And we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to Adobe Systems Incorporated, as assignee of the entire right, title and interest, any and all Letters Patent for said invention or improvements, including any and all Letters Patent of the United States which may be issued and

granted on or as a result of the application aforesaid, in accordance with the terms of this Assignment.

We further authorize and direct Adobe Systems Incorporated attorneys to insert the application number and filing date of said application now identified by the case number and title set forth above as soon as the same shall have been known to them by the United States Patent and Trademark Office.

Viswanathan Swaminathan
Viswanathan Swaminathan (Sep 30, 2014)

Viswanathan Swaminathan

Sep 30, 2014

Date Assignment Signed

Gang Wu

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Viswanathan Swaminathan

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