

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3133411

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ASHISH DUGGAL	11/25/2014
ANMOL DHAWAN	11/26/2014
SACHIN SONI	11/26/2014
ANUJ JAIN	11/26/2014
<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>	95110-2704
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14560791
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	509-755-7262
<b>Email:</b>	gary@wolfe-sbmc.com
<b>Correspondent Name:</b>	WOLFE-SBMC
<b>Address Line 1:</b>	601 W. MAIN AVENUE
<b>Address Line 2:</b>	SUITE 1300
<b>Address Line 4:</b>	SPOKANE, WASHINGTON 99201
<b>ATTORNEY DOCKET NUMBER:</b>	4483US01
<b>NAME OF SUBMITTER:</b>	GARY A. ROBINETTE
<b>SIGNATURE:</b>	/Gary A. Robinette/
<b>DATE SIGNED:</b>	12/04/2014
<b>Total Attachments: 8</b>	
source=4483US01 Executed Assignments#page1.tif	
source=4483US01 Executed Assignments#page2.tif	

source=4483US01 Executed Assignments#page3.tif  
source=4483US01 Executed Assignments#page4.tif  
source=4483US01 Executed Assignments#page5.tif  
source=4483US01 Executed Assignments#page6.tif  
source=4483US01 Executed Assignments#page7.tif  
source=4483US01 Executed Assignments#page8.tif

## ***ASSIGNMENT***

Whereas I, the ASSIGNOR herein,

**Ashish Duggal**  
59/6, SF, Block-59 Ashok Nagar  
New Delhi / 110018 / India

have invented **Associating Social Comments with Individual Assets Used in a Campaign (DOCKET NO. 4483US01)**, described, illustrated, and claimed in an application for Letters Patent in the United States of America.

WHEREAS, ADOBE SYSTEMS INCORPORATED, the ASSIGNEE herein, is a corporation organized and existing under the laws of the State of Delaware, having a place of business at 345 Park Avenue, San Jose, California 95110-2704, USA, desires to acquire the entire right, title and interest in and to said inventions, applications and Letters Patent to be granted and issued thereon;

NOW, THEREFORE, I, the said ASSIGNOR, have assigned and do hereby assign, transfer and set over unto said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said inventions and all improvements thereon, in and to said patent application for Letters Patent thereon, in and to patent applications pertaining to or based upon said inventions and applications, including divisional and continuing applications and continuations-in-part, and in and to any and all Letters Patent which may be granted and issued on said inventions and applications, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all countries foreign thereto, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment.

And for the above-named considerations, I do hereby agree that I will, at the request of said ASSIGNEE, execute any and all applications for Letters Patent for said inventions and any and all other papers and documents and do all other and further lawful acts that said ASSIGNEE may deem necessary or desirable to obtain Letters Patent on said inventions, to secure the grant of such Letters Patent and to perfect and vest in the ASSIGNEE the entire right, title and interest in the inventions, applications and Letters Patent.

And for the above-named considerations, I do hereby authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, Letters Patent for the said

inventions before competent International Authorities and in any and all countries foreign to the United States in which applications for Letters Patent can be so made or Letters Patent so obtained.

Signed:

  
Ashish Duggal

Nov 25, 2014  
Date

## ***ASSIGNMENT***

Whereas I, the ASSIGNOR herein,

**Anmol Dhawan**

A-201, Amarpali Green, 1/3 Vaibhav Khand  
Indirapuram, Ghaziabad  
Uttar Pradesh / 201010 / India

have invented **Associating Social Comments with Individual Assets Used in a Campaign (DOCKET NO. 4483US01)**, described, illustrated, and claimed in an application for Letters Patent in the United States of America.

WHEREAS, ADOBE SYSTEMS INCORPORATED, the ASSIGNEE herein, is a corporation organized and existing under the laws of the State of Delaware, having a place of business at 345 Park Avenue, San Jose, California 95110-2704, USA, desires to acquire the entire right, title and interest in and to said inventions, applications and Letters Patent to be granted and issued thereon;

NOW, THEREFORE, I, the said ASSIGNOR, have assigned and do hereby assign, transfer and set over unto said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said inventions and all improvements thereon, in and to said patent application for Letters Patent thereon, in and to patent applications pertaining to or based upon said inventions and applications, including divisional and continuing applications and continuations-in-part, and in and to any and all Letters Patent which may be granted and issued on said inventions and applications, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all countries foreign thereto, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment.

And for the above-named considerations, I do hereby agree that I will, at the request of said ASSIGNEE, execute any and all applications for Letters Patent for said inventions and any and all other papers and documents and do all other and further lawful acts that said ASSIGNEE may deem necessary or desirable to obtain Letters Patent on said inventions, to secure the grant of such Letters Patent and to perfect and vest in the ASSIGNEE the entire right, title and interest in the inventions, applications and Letters Patent.

And for the above-named considerations, I do hereby authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, Letters Patent for the said

inventions before competent International Authorities and in any and all countries foreign to the United States in which applications for Letters Patent can be so made or Letters Patent so obtained.

Signed:

Anmol Dhawan  
Anmol Dhawan

Nov 26, 2014

Date

## ***ASSIGNMENT***

Whereas I, the ASSIGNOR herein,

**Sachin Soni**

F-4, Sadh Nagar, Street No 16

Palam Colony

New Delhi / 110045 / India

have invented **Associating Social Comments with Individual Assets Used in a Campaign (DOCKET NO. 4483US01)**, described, illustrated, and claimed in an application for Letters Patent in the United States of America.

WHEREAS, ADOBE SYSTEMS INCORPORATED, the ASSIGNEE herein, is a corporation organized and existing under the laws of the State of Delaware, having a place of business at 345 Park Avenue, San Jose, California 95110-2704, USA, desires to acquire the entire right, title and interest in and to said inventions, applications and Letters Patent to be granted and issued thereon;

NOW, THEREFORE, I, the said ASSIGNOR, have assigned and do hereby assign, transfer and set over unto said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said inventions and all improvements thereon, in and to said patent application for Letters Patent thereon, in and to patent applications pertaining to or based upon said inventions and applications, including divisional and continuing applications and continuations-in-part, and in and to any and all Letters Patent which may be granted and issued on said inventions and applications, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all countries foreign thereto, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment.

And for the above-named considerations, I do hereby agree that I will, at the request of said ASSIGNEE, execute any and all applications for Letters Patent for said inventions and any and all other papers and documents and do all other and further lawful acts that said ASSIGNEE may deem necessary or desirable to obtain Letters Patent on said inventions, to secure the grant of such Letters Patent and to perfect and vest in the ASSIGNEE the entire right, title and interest in the inventions, applications and Letters Patent.

And for the above-named considerations, I do hereby authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, Letters Patent for the said

inventions before competent International Authorities and in any and all countries foreign to the United States in which applications for Letters Patent can be so made or Letters Patent so obtained.

Signed:

/ Sachin Soni  
Sachin Soni

Nov 26, 2014  
Date



## ***ASSIGNMENT***

Whereas I, the ASSIGNOR herein,

**Anuj Jain**  
C-509, New Arohi C.G.H.S,  
Sector 12, Plot 13, Dwarka  
New Delhi / 110075 / India

have invented **Associating Social Comments with Individual Assets Used in a Campaign (DOCKET NO. 4483US01)**, described, illustrated, and claimed in an application for Letters Patent in the United States of America.

WHEREAS, ADOBE SYSTEMS INCORPORATED, the ASSIGNEE herein, is a corporation organized and existing under the laws of the State of Delaware, having a place of business at 345 Park Avenue, San Jose, California 95110-2704, USA, desires to acquire the entire right, title and interest in and to said inventions, applications and Letters Patent to be granted and issued thereon;

NOW, THEREFORE, I, the said ASSIGNOR, have assigned and do hereby assign, transfer and set over unto said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said inventions and all improvements thereon, in and to said patent application for Letters Patent thereon, in and to patent applications pertaining to or based upon said inventions and applications, including divisional and continuing applications and continuations-in-part, and in and to any and all Letters Patent which may be granted and issued on said inventions and applications, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all countries foreign thereto, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment.

And for the above-named considerations, I do hereby agree that I will, at the request of said ASSIGNEE, execute any and all applications for Letters Patent for said inventions and any and all other papers and documents and do all other and further lawful acts that said ASSIGNEE may deem necessary or desirable to obtain Letters Patent on said inventions, to secure the grant of such Letters Patent and to perfect and vest in the ASSIGNEE the entire right, title and interest in the inventions, applications and Letters Patent.

And for the above-named considerations, I do hereby authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, Letters Patent for the said

inventions before competent International Authorities and in any and all countries foreign to the United States in which applications for Letters Patent can be so made or Letters Patent so obtained.

Signed:

/ Anuj Jain /  
Anuj Jain

Nov 26, 2014  
Date