

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3185803

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
PHILIP N. CALVIN	01/16/2015
BRIAN ZOTTER	01/14/2015
ERIC G. DORGELO	01/15/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	salesforce.com, inc.
<b>Street Address:</b>	The Landmark @ One Market
<b>Internal Address:</b>	Suite 300
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94105
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14592804
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(503)439-6073
<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>	5034398778
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<b>Correspondent Name:</b>	PAUL MENDONSA/BSTZ
<b>Address Line 1:</b>	1279 OAKMEAD PARKWAY
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<b>ATTORNEY DOCKET NUMBER:</b>	8956P046-AC
<b>NAME OF SUBMITTER:</b>	ERIN HUDJOHN
<b>SIGNATURE:</b>	/Erin Hudjohn/
<b>DATE SIGNED:</b>	01/16/2015
<b>Total Attachments: 2</b>	
source=Combined_Dec&Assignment_8956P046-AC#page1.tif	
source=Combined_Dec&Assignment_8956P046-AC#page2.tif	

**COMBINED DECLARATION (37 C.F.R. 1.63) AND ASSIGNMENT FOR UTILITY OR DESIGN  
APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76)**Title of Invention: **TECHNIQUES FOR METADATA-DRIVEN DYNAMIC CONTENT SERVING**

As the below named inventor, I hereby declare that:

This declaration is directed to the attached application, or (if following box is checked)

☒ United States application or PCT international application number 14/592,804, filed on January 8, 2015.

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 hereby state that I have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, CFR § 1.56.

Whereas, I the undersigned inventor have invented certain new and useful improvements as set forth in the above-identified patent application and further identified by the Attorney Docket Number provided above in the header of this document.

And whereas, "ASSIGNED PROPERTY" shall mean (i) the above-identified United States patent application (the "Application"), (ii) the invention disclosed in the Application, (iii) any application for a patent throughout the world directed to the foregoing or claiming priority to the Application, and (iv) any and all patents resulting from the foregoing

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I the undersigned inventor hereby irrevocably and unconditionally:

- 1) Sell, assign and transfer to salesforce.com, inc., a Delaware corporation having a place of business at The Landmark @ One Market, Suite 300, San Francisco, CA 94105, (hereinafter referred to as ("ASSIGNEE")), the entire right title and interest in and to the ASSIGNED PROPERTY.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said ASSIGNED PROPERTY (including division(s), continuation(s), substitutes(s), re-examination(s) or reissue(s)) thereof) to the ASSIGNEE.
- 3) Authorize ASSIGNEE, or anyone it may properly designate, to insert on each page of this instrument (where indicated) the filing date and application number of said Application when known.
- 4) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application (as well as any derivative applications and/or foreign applications based thereon) and/or which are reasonably necessary for the enforcement of patents resulting from such application(s).
- 5) 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 inventor(s), as well as the inventor's heirs, legal representatives and assigns.

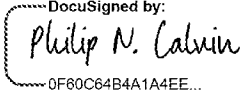
Attorney Docket No.: 8956P046-AC (498US1C1)

6) Warrant and represent that I have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

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.

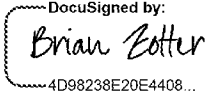
Signed on the date indicated beside my signature.

Legal Name of Inventor: Philip N. Calvin

Signature: /  /  
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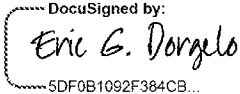
Date: January 16, 2015 | 08:20 PT

Legal Name of Inventor: Brian Zotter

Signature: /  /  
4D98238E20E4408...

Date: January 14, 2015 | 09:57 PT

Legal Name of Inventor: Eric G. Dorgelo

Signature: /  /  
5DF0B1092F384CB...

Date: January 15, 2015 | 14:07 PT