

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3539844

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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>                   |
| LEONID BORIS PEKELIS  | 09/23/2015                              |
| DAVID JONATHAN MAX WALSH  | 09/23/2015                              |
| RAMESH OM JOHARI  | 09/23/2015                              |
| <b>RECEIVING PARTY DATA</b>   |   |
| <b>Name:</b>  | OPTIMIZEZELY, INC.                      |
| <b>Street Address:</b>  | 631 HOWARD STREET, SUITE 100            |
| <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>                           |
| <b>Application Number:</b>  | 14863310                                |
| <b>CORRESPONDENCE DATA</b>  |   |
| <b>Fax Number:</b>  | (650)938-5200                           |
| <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>   | (650)988-8500                           |
| <b>Email:</b>   | cevenich@fenwick.com                    |
| <b>Correspondent Name:</b>  | CARLO MIGUEL C. OCAMPO                  |
| <b>Address Line 1:</b>  | FENWICK & WEST LLP                      |
| <b>Address Line 2:</b>  | 801 CALIFORNIA STREET                   |
| <b>Address Line 4:</b>  | MOUNTAIN VIEW, CALIFORNIA 94041         |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 30778-27848                             |
| <b>NAME OF SUBMITTER:</b>   | CARLO MIGUEL C. OCAMPO, REG. NO. 65,328 |
| <b>SIGNATURE:</b>   | /Carlo Miguel C. Ocampo/                |
| <b>DATE SIGNED:</b>   | 09/23/2015                              |
| <b>Total Attachments: 2</b>   |   |
| source=27848_US_Assignment_#page1.tif   |   |
| source=27848_US_Assignment_#page2.tif   |   |

## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Optimizely, Inc.**, a Delaware Corporation, having a place of business at 631 Howard Street, Suite 100, San Francisco, CA 94105 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):

- Application No. 14/863,310, entitled "**IMPLEMENTING A RESET POLICY DURING A SEQUENTIAL VARIATION TEST OF CONTENT**," filed on September 23, 2015.

2. The entire worldwide right, title, and interest in and to:  
 (a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;  
 (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto that have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) that may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Title: **IMPLEMENTING A RESET POLICY DURING A SEQUENTIAL  
VARIATION TEST OF CONTENT**  
Filed: September 23, 2015  
Application No.: 14/863,310

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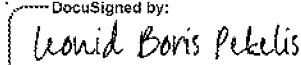
INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office or other authority for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

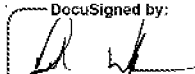
By signing below, INVENTOR further attests to the following:

- The APPLICATION was made or authorized to be made by INVENTOR.
- INVENTOR believes that INVENTOR is the original inventor or an original joint inventor of a claimed invention in the APPLICATION.

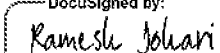
INVENTOR hereby acknowledges that any willful false statement made in this document is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Name and Signature \_\_\_\_\_  
DocuSigned by:  
  
A489998066644D2...  
**Leonid Boris Pekelis**

Date of Signature \_\_\_\_\_  
9/23/2015  
\_\_\_\_\_

Name and Signature \_\_\_\_\_  
DocuSigned by:  
  
71FD4E208405401...  
**DAVID JONATHAN Max Walsh**

Date of Signature \_\_\_\_\_  
9/23/2015  
\_\_\_\_\_

Name and Signature \_\_\_\_\_  
DocuSigned by:  
  
5C4C92FA9178461...  
**Ramesh Um Jonari**

Date of Signature \_\_\_\_\_  
9/23/2015  
\_\_\_\_\_