

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	CRAIG M MATHIS	09/01/2015
RECEIVING PARTY DATA		
Name:	ADOBE SYSTEMS INCORPORATED	
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PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	14842333	
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DATE SIGNED:	10/30/2015	
Total Attachments: 2		
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ASSIGNMENT

WHEREAS, I, CRAIG M. MATHIS (“ASSIGNOR”), am the original sole inventor of subject matter disclosed and/or claimed in a non-provisional patent application, the title of which is:

**DYNAMIC MARKETING ASSET GENERATION BASED ON USER ATTRIBUTES
AND ASSET FEATURES**

for which I am about to make, or have made, application for Letters Patent of the United States. ASSIGNOR hereby authorizes legal representatives of Shook, Hardy & Bacon L.L.P. to insert here in parentheses the Application No. _____, and Filing Date _____, when known; and

WHEREAS, ADOBE SYSTEMS INCORPORATED, a corporation duly organized under the laws of the State of Delaware, and having its principal place of business at 345 Park Avenue, San Jose, California 95110-2704, USA, is desirous of acquiring an interest in, to and under said invention, said application and any and all Letters Patent which may be granted for or upon said invention in the United States of America and all countries foreign thereto;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned and transferred, and by these presents do sell, assign and transfer unto said ADOBE SYSTEMS INCORPORATED, the full and exclusive right, title and interest, throughout the world, in, to and under said invention as fully set forth and described in the above-identified application; in, to and under said application; in, to and under any and all refilings, divisions and continuations of said application; in, to and under any and all Letters Patent of the United States of America which may issue from said application, refilings,

divisions and continuations; in, to and under any and all reissues of said Letters Patent of the United States of America; in, to and under any and all applications for Letters Patent upon said invention which may hereafter be filed in any and all countries foreign to the United States of America; in, to and under any and all refilings, divisions and continuations of said foreign-filed applications; in, to and under any and all Letters Patent of countries foreign to the United States of America, which may issue from the said foreign-filed applications, refilings, divisions and continuations; and in, to and under any and all extensions of, and additions to, said Letters Patent of countries foreign to the United States of America, the same to be held and enjoyed by said ADOBE SYSTEMS INCORPORATED, for its own use and behoof, and for its successors, legal representatives and assigns, to the full end of the term for which said Letters Patent may be granted, and ASSIGNOR does hereby authorize and request the Commissioner of Patents to issue the said Letters Patent in accordance with this assignment.

EXECUTED on Sep 1, 2015

Signature: Craig Mathis
Craig Mathis (Sep 1, 2015)

Email: cmathis@adobe.com

CRAIG M. MATHIS