

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3612041

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
AUTONOMY, INC.		09/02/2015
RECEIVING PARTY DATA		
Name:	HEWLETT-PACKARD COMPANY	
Street Address:	3000 HANOVER STREET	
City:	PALO ALTO	
State/Country:	CALIFORNIA	
Postal Code:	94304	
PROPERTY NUMBERS Total: 7		
Property Type	Number	
Application Number:	12479711	
Application Number:	12540981	
Application Number:	12541028	
Application Number:	12577703	
Application Number:	61088966	
Application Number:	12346589	
Application Number:	12414171	
CORRESPONDENCE DATA		
Fax Number:	(970)778-4063	
<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:	(541)715-8443	
Email:	ipa.mail@hp.com	
Correspondent Name:	HP INC.	
Address Line 1:	3390 E. HARMONY ROAD MS 35	
Address Line 2:	INTELLECTUAL PROPERTY	
Address Line 4:	FORT COLLINS, COLORADO 80528	
NAME OF SUBMITTER:	HEATHER ELLIS	
SIGNATURE:	/Heather Ellis/	
DATE SIGNED:	11/11/2015	

Total Attachments: 3

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PATENT ASSIGNMENT AUTONOMY INC. TO HEWLETT-PACKARD COMPANY

PATENT ASSIGNMENT

FROM

Autonomy Inc.

TO

Hewlett-Packard Company

WHEREAS, **Autonomy Inc.**, a New Jersey corporation, with its principal place of business at 1140 Enterprise Way, Building G, Sunnyvale, CA, 94089, U.S.A. (hereinafter referred to as "Assignor"), is the legal title holder of the patents and patent applications identified in the attached Schedule 1 (collectively referred to as "Assigned Patents and Patent Applications");

WHEREAS, **Hewlett-Packard Company**, a Delaware corporation, with its principal place of business at 3000 Hanover Street, Palo Alto, California, 94304, U.S.A. (hereinafter referred to as "Assignee") desires to acquire Assignor's entire right, title and interest, including the right of priority, in, to and under the Assigned Patents and Patent Applications; and

NOW THEREFORE, for good and valuable consideration, the adequacy of which is hereby acknowledged, Assignor and Assignee agree as follows:

Assignor hereby assigns, transfers, conveys and delivers to Assignee the entire legal title and interest, including the right of priority, in, to and under the Assigned Patents and Patent Applications, and any inventions and improvements set forth therein, and any and all continuations, continuations-in-part (C-I-P's), divisionals, and renewals of and substitutes for any of the Assigned Patents and Patent Applications, and any and all patents and patent applications of the United States and of foreign countries thereto that may be granted thereon or therefor, and any reissues, or reexaminations, or extensions thereof and any goodwill of the business symbolized by the Assigned Patents and Patent Applications, and the registration thereof. Assignee shall have the right to sue, counterclaim and recover for past, present, and future infringement and collect any royalties to third parties, damages (including past damages), or other income relating to the Assigned Patents and Patent Applications.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to record the transfer of the Assigned Patents to Assignee as assignee of Assignor's

PATENT ASSIGNMENT AUTONOMY INC. TO HEWLETT-PACKARD COMPANY

right, title and interest therein, and to issue any and all patents or certificates of invention or equivalent which may be granted upon any of the Assigned Patents in the name of Assignee, as the assignee to the entire interest therein.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their authorized representatives.

FOR AUTONOMY INC.

By: Chris
Signature

Catherine A. Lesjak
Name

Director and Chief Financial Officer
Title

September 2, 2015
Date

FOR HEWLETT-PACKARD COMPANY

By: Robert D. Wasson
Signature

Robert D. Wasson
Name

Vice President, Associate General Counsel,
Intellectual Property
Title

Sept. 10, 2015
Date

PATENT ASSIGNMENT AUTONOMY INC. TO HEWLETT-PACKARD COMPANY

SCHEDULE 1

HP Record ID	Application Number	Country	Publication Number	Patent Number	Title
82948421	12/540981	US	20100042935	8276086	METHOD AND SYSTEM FOR VISUAL LANDING PAGE OPTIMIZATION CONFIGURATION AND IMPLEMENTATION
82948420	12/479711	US	20100042613		METHOD AND SYSTEM FOR AUTOMATED SEARCH ENGINE OPTIMIZATION
82948422	12/541028	US	20100042495		Method and System for Internet Advertising Administration Using a Unified User Interface
82948431	12/577703	US	20100185661		Method and System for Negative Keyword Recommendations
82948419	61/088966	US			Method and System for Optimization, Automation, and Administration
82948425	12/346589	US	20100169312		Method and System for Negative Keyword Recommendations
82948428	12/414171	US	20100169356		Method and System for Negative Keyword Recommendations