

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3784783

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
KOKIL JAIDKA	03/11/2016
VAMSI KRISHNA BOKAM	03/11/2016
SOHAM DAN	03/11/2016
ATANU R. SINHA	03/11/2016
YOGESH SINGH	03/11/2016
RECEIVING PARTY DATA	
Name:	ADOBE SYSTEMS INCORPORATED
Street Address:	345 PARK AVENUE
City:	SAN JOSE
State/Country:	CALIFORNIA
Postal Code:	95110
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15070823
CORRESPONDENCE DATA	
Fax Number:	(202)508-5858
<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:	404-815-6500
Email:	RFeimster@kilpatricktownsend.com
Correspondent Name:	KILPATRICK TOWNSEND & STOCKTON LLP ADOBE
Address Line 1:	1100 PEACHTREE STREET
Address Line 2:	SUITE 2800
Address Line 4:	ATLANTA, GEORGIA 30309-4530
ATTORNEY DOCKET NUMBER:	058083-0962269 (P5786-US)
NAME OF SUBMITTER:	NATASHA M. ROBINSON
SIGNATURE:	/Natasha M. Robinson/
DATE SIGNED:	03/15/2016
Total Attachments: 2	

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**ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS IN
PATENT APPLICATION**

Whereas we the undersigned inventors have invented certain new and useful innovations as set forth in the patent application titled

TECHNIQUES FOR GENERATING A PSYCHOGRAPHIC PROFILE

the specification of which is attached hereto.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we the undersigned inventors hereby:

1) Agree to sell, assign, transfer, and convey, and hereby do sell, assign, transfer, and convey, to **Adobe Systems Incorporated**, having a place of business at 345 Park Avenue, San Jose, CA 95110-2704, (hereinafter referred to as "ASSIGNEE"), the entire right, title, and interest in and to (a) any intellectual property (including without limitation any innovation, information, invention, discovery, product, process, work, copyright, or design) disclosed, embodied, affixed, shown, or claimed in the above-referenced patent application, implicitly or explicitly; (b) the above-referenced patent application, any application based in whole or in part upon the above-referenced patent application, and any application claiming priority to the above-referenced patent application (including without limitation any continuation, continuation-in-part, reissue, reexamination, or foreign patent application based in whole or in part on the above-referenced patent application or claiming priority to the above-referenced patent application); and (c) any Patent (including without limitation domestic and foreign patents, utility models, industrial designs, divisionals, reissues, and reexaminations) that is granted or issued upon, or that claims priority to, any and all applications under (b) of this paragraph or that discloses or claims intellectual property under (a) of this paragraph, in whole or in part.

2) Authorize and request the Commissioner of Patents or any other agency, domestic or foreign, to issue any and all Letters or other Patent(s), or other document(s), resulting from patent applications or intellectual property under paragraph 1 (including without limitation any division(s), continuation(s) (in whole or in part), substitute(s), or reissue(s) thereof) to the ASSIGNEE.

3) Agree to execute all papers and documents, including without limitation applications, declarations, oaths, petitions, and other papers, and, entirely at the ASSIGNEE'S expense, perform any acts which are necessary in connection with the prosecution of patent applications or intellectual property under paragraph 1 and/or the enforcement of patents or other rights resulting from such applications or intellectual property.

4) 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 inventors, as well as the inventor's heirs, legal representatives, and assigns.

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

Signed on the dates indicated beside our signatures.

1) Signature: Kokil Jaidka Date: Mar 11, 2016
Typed Name: Kokil Jaidka

2) Signature: Vamsi Krishna Date: Mar 11, 2016
Typed Name: Vamsi Krishna Bokam

3) Signature: Soham Dan Date: Mar 11, 2016
Typed Name: Soham Dan

4) Signature: Atanu R Sinha Date: Mar 11, 2016
Typed Name: Atanu R. Sinha

5) Signature: Yogesh Singh Date: Mar 11, 2016
Typed Name: Yogesh Singh