

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
WILLIAM H. MCCOY	04/19/2007
RICHARD WRIGHT	04/19/2007
PETER SOROTOKIN	04/19/2007
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Street Address:	345 PARK AVENUE
City:	SAN JOSE
State/Country:	CALIFORNIA
Postal Code:	95110-2704
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13018514
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DATE SIGNED:	01/13/2017
Total Attachments: 3	
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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS, William H. McCoy, Richard Wright, Peter Sorotokin, hereby sell, assign, and transfer to Adobe Systems Incorporated, a Delaware Corporation, having offices located at 345 Park Avenue, San Jose, California 95110-2704, and its successors, assigns and legal representatives (collectively, "ASSIGNEE") all of the right, title and interest of ASSIGNORS throughout the world in and to any and all inventions and improvements which are the subject of a patent document entitled

CONTENT BASED AD DISPLAY CONTROL

and which is found in

- (a) U.S. patent application executed on _____, entitled as above, listing the above named persons as Inventors.
- (b) U.S. patent application filed on April 24, 2007
 under Application No. 11/739,525
 with Express Mail No. _____ (Application Number not yet known).
- (c) U.S. Patent No.: _____, issued

An attorney of record, or the attorney filing the application, is authorized and requested by the execution of this assignment to insert into this assignment the execution date of the application and/or the filing date and serial number of the application when officially known.

This assignment includes the foregoing patent application or patent; all legal equivalents thereof in any foreign country and all patents issuing therefrom; all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements; and the right to claim priority based on the filing date of the foregoing patent application or patent under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. ASSIGNORS authorize ASSIGNEE to apply in all countries in the name of ASSIGNORS or in the name of ASSIGNEE for patents, utility models, and design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with this assignment.

ASSIGNORS further covenant for themselves and their respective heirs, legal representatives and assigns to provide to ASSIGNEE promptly upon the request of ASSIGNEE all pertinent facts and documents relating to said invention and said patents and legal equivalents as may be known and accessible to ASSIGNOR and to testify as to the same in any interference, litigation, or proceeding relating thereto and promptly to execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue or enforce said application, said inventions and improvements and said patents and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

ASSIGNORS request the Commissioner of Patents and Trademarks to issue said patents of the United States and any reissue or extension thereof to the ASSIGNEE.

Executed this

Signature of Inventor

_____ day of _____, 2007

William H. McCoy

Executed this

Signature of Inventor

19 day of April, 2007

Richard K. Wright
Richard Wright

Executed this

Signature of Inventor

19 day of April, 2007

Peter Sorotokin
Peter Sorotokin

Executed this

19 day of April, 2007

Signature of Inventor



William H. McCoy

Executed this

____ day of _____, 2007

Signature of Inventor

Richard Wright

Executed this

____ day of _____, 2007

Signature of Inventor

Peter Sorotokin