

## PATENT ASSIGNMENT COVER SHEET

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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>
MATTHEW HOFFMAN	02/17/2017
LONGQI YANG	12/17/2016
HAILIN JIN	12/18/2016
CHEN FANG	01/23/2017
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<b>Name:</b>	ADOBE SYSTEMS INCORPORATED
<b>Street Address:</b>	345 PARK AVENUE
<b>City:</b>	SAN JOSE
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95110-2704
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15381637
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<b>ATTORNEY DOCKET NUMBER:</b>	058083-1023099 (P6537)
<b>NAME OF SUBMITTER:</b>	BARBARA POUGH
<b>SIGNATURE:</b>	/BARBARA POUGH/
<b>DATE SIGNED:</b>	03/01/2017
<b>Total Attachments: 3</b>	
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source=P6535_2-17-17_Assignment#page2.tif	



**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

**PERSONALIZING USER EXPERIENCES WITH ELECTRONIC CONTENT  
BASED ON USER REPRESENTATIONS LEARNED FROM  
APPLICATION USAGE DATA**

filed with the United States Patent and Trademark Office on December 16, 2016 and assigned Application No. 15/381,637.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, 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 have not entered, and will not enter into, any assignment, contract, or understanding that conflicts with this assignment.

Signed on the dates indicated beside my/our signatures.

1) Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Typed Name: MATTHEW HOFFMAN

2) Signature: *Longqi Yang* Date: Dec 17, 2016  
Typed Name: LONGQI YANG

3) Signature: *Hailin Jin* Date: Dec 18, 2016  
Typed Name: HAILIN JIN

4) Signature: *Chen Fang* Date: Jan 23, 2017  
Typed Name: CHEN FANG

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 have not entered, and will not enter into, any assignment, contract, or understanding that conflicts with this assignment.

Signed on the dates indicated beside my/our signatures.

1) Signature: Matthew Douglas Hoffman Date: Feb 17, 2017  
Typed Name: MATTHEW HOFFMAN

2) Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Typed Name: LONGQI YANG

3) Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Typed Name: HAILIN JIN

4) Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Typed Name: CHEN FANG