

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT4582364

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
THOMAS RIORDAN	09/06/2017
NARAYAN KINHAL	08/31/2017
JOHN HUGHES	09/06/2017
JASON LOPATECKI	09/06/2017
DARREN SUE	09/06/2017
CHRISTOPHER BELL	09/05/2017
MATTHEW ELLINWOOD	08/30/2017
<b>RECEIVING PARTY DATA</b>	
<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>	15697346
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	
<b>Email:</b>	nhamill@kjpip.com
<b>Correspondent Name:</b>	KELLER JOLLEY PREECE
<b>Address Line 1:</b>	1010 NORTH 500 EAST, STE. 210
<b>Address Line 4:</b>	NORTH SALT LAKE, UTAH 84054
<b>ATTORNEY DOCKET NUMBER:</b>	20030.732 ASSIGN/DEC
<b>NAME OF SUBMITTER:</b>	KEITH WOFFINDEN
<b>SIGNATURE:</b>	/Keith Woffinden/
<b>DATE SIGNED:</b>	09/06/2017
This document serves as an Oath/Declaration (37 CFR 1.63).	

**Total Attachments: 3**

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**COMBINED ASSIGNMENT/DECLARATION (37 CFR 1.63)**

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Adobe Systems Incorporated**, a Delaware corporation, having a place of business at 345 Park Avenue, San Jose, California 95110-2704, USA ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional application filed under 35 U.S.C. § 111(b), non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):

- Application No. 15/697,346 filed on September 6, 2017 and entitled "PLACEBO-BASED EXPERIMENTATION TO DETERMINE MEDIA LIFT BY SWAPPING ADS"

(INVENTOR authorizes the attorneys of Keller Jolley Preece IP, PLLC to fill in the application number and filing date when available).

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;  
(c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

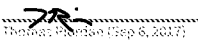
This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION  
USING AN APPLICATION DATA SHEET (37 CFR 1.76)**

By signing below, INVENTOR further attests to the following:

- The APPLICATION was made or authorized to be made by INVENTOR.
- INVENTOR believes that INVENTOR is the original inventor or an original joint inventor of a claimed invention in the APPLICATION.
- INVENTOR acknowledges the duty to disclose to the United States Patent and Trademark Office all information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56, which for a continuation-in-part includes information known to INVENTOR to be material to patentability as defined in 37 CFR § 1.56 that became available between the filing date of the prior patent application and the National or PCT filing date of the continuation-in-part application.
- INVENTOR has reviewed and understands the contents of the APPLICATION, including the claims.

INVENTOR hereby acknowledges that any willful false statement made in this document is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

  
Thomas Riordan (Sep 6, 2017)

**Thomas Riordan**

Sep 6, 2017

**Date**

  
Narayan Kinhal (Aug 31, 2017)

**Narayan Kinhal**

Aug 31, 2017

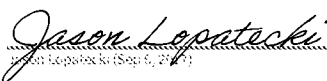
**Date**

  
John Hughes (Sep 6, 2017)

**John Hughes**

Sep 6, 2017

**Date**

  
Jason Lopatecki (Sep 6, 2017)

**Jason Lopatecki**

Sep 6, 2017

**Date**

*Darren Sue*  
Darren Sue (Sep 6, 2017)

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**Darren Sue**

Sep 6, 2017

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**Date**

*C. Bell*  
Christopher Bell (Sep 5, 2017)

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**Christopher Bell**

Sep 5, 2017

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**Date**

*Matthew Ellinwood*  
Matthew Ellinwood (Aug 30, 2017)

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**Matthew Ellinwood**

Aug 30, 2017

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**Date**