

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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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>
PETER R. FRANSEN	11/10/2017
AARON MOTAYNE	11/10/2017
<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>	15810503
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	058083-1060758 (P7293-US)
<b>NAME OF SUBMITTER:</b>	BARBARA POUGH
<b>SIGNATURE:</b>	/BARBARA POUGH/
<b>DATE SIGNED:</b>	11/13/2017
<b>Total Attachments: 3</b>	
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source=P7293-US_11-10-17_Assignment#page3.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

**DETERMINING AND CORRELATING VISUAL CONTEXT ON A USER DEVICE WITH  
USER BEHAVIOR USING DIGITAL CONTENT ON THE USER DEVICE**

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: Peter Fransen Date: Nov 10, 2017  
Peter R. Fransen

2) Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Aaron Motayne

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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: \_\_\_\_\_ Date: \_\_\_\_\_  
Peter R. Fransen

2) Signature: Aaron Motayne Date: Nov 10, 2017  
Aaron Motayne