

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4890082

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	ASHLEY MANNING STILL	03/22/2018
<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>
	Application Number:	15782457
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(509)755-7252	
<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>Phone:</b>	509-755-7262	
<b>Email:</b>	danielle@wolfe-sbmc.com	
<b>Correspondent Name:</b>	WOLFE-SBMC	
<b>Address Line 1:</b>	116 W. PACIFIC AVENUE	
<b>Address Line 2:</b>	SUITE 200	
<b>Address Line 4:</b>	SPOKANE, WASHINGTON 99201	
<b>ATTORNEY DOCKET NUMBER:</b>	P7182-US	
<b>NAME OF SUBMITTER:</b>	ABIGAIL L. HOLMAN	
<b>SIGNATURE:</b>	/Abigail L. Holman/	
<b>DATE SIGNED:</b>	03/29/2018	
<b>Total Attachments: 2</b>		
source=P7182-US_Executed_Assignment_Still#page1.tif		
source=P7182-US_Executed_Assignment_Still#page2.tif		

## ***ASSIGNMENT***

Whereas I, the ASSIGNOR herein,

**Ashley Manning Still**  
30 Fredrick Ave  
Atherton, CA 94027

have invented **Digital Media Environment for Analysis of Components of Content in a Digital Marketing Campaign (DOCKET NO. P7182-US)**, described, illustrated, and claimed in an application for Letters Patent in the United States of America, filed on October 12, 2017, and assigned U.S. Patent Application Number 15/782,457.

WHEREAS, ADOBE SYSTEMS INCORPORATED, the ASSIGNEE herein, is a corporation organized and existing under the laws of the State of Delaware, having a place of business at 345 Park Avenue, San Jose, California 95110-2704, USA, desires to acquire the entire right, title and interest in and to said inventions, applications and Letters Patent to be granted and issued thereon;

NOW, THEREFORE, I, the said ASSIGNOR, have assigned and do hereby assign, transfer and set over unto said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said inventions and all improvements thereon, in and to said patent application for Letters Patent thereon, in and to patent applications pertaining to or based upon said inventions and applications, including divisional and continuing applications and continuations-in-part, and in and to any and all Letters Patent which may be granted and issued on said inventions and applications, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all countries foreign thereto, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment.

And for the above-named considerations, I do hereby agree that I will, at the request of said ASSIGNEE, execute any and all applications for Letters Patent for said inventions and any and all other papers and documents and do all other and further lawful acts that said ASSIGNEE may deem necessary or desirable to obtain Letters Patent on said inventions, to secure the grant of such Letters Patent and to perfect and vest in the ASSIGNEE the entire right, title and interest in the inventions, applications and Letters Patent.

And for the above-named considerations, I do hereby authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, Letters Patent for the said inventions before competent International Authorities and in any and all countries foreign to the United States in which applications for Letters Patent can be so made or Letters Patent so obtained.

Signed:

/ Ashley Still.....  
Ashley Manning Still

Mar 22, 2018  
Date