

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5135478

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MARKETO SOLUTIONS LTD.	09/10/2018
RECEIVING PARTY DATA	
Name:	MARKETO, INC.
Street Address:	901 MARINERS ISLAND BLVD.
Internal Address:	SUITE 500
City:	SAN MATEO
State/Country:	CALIFORNIA
Postal Code:	94404
PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	61728865
Application Number:	14086200
Application Number:	14086238
Application Number:	15394729
CORRESPONDENCE DATA	
Fax Number:	(408)236-6641
<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>	
Email:	assignment@m-iplaw.com
Correspondent Name:	MAHAMEDI IP LAW LLP
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Address Line 4:	CAMPBELL, CALIFORNIA 95008
ATTORNEY DOCKET NUMBER:	MKTO.G003
NAME OF SUBMITTER:	ZURVAN MAHAMEDI
SIGNATURE:	/Zurvan Mahamedi/
DATE SIGNED:	09/11/2018
Total Attachments: 2	
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ASSIGNMENT

WHEREAS, Marketo Solutions, Ltd., a corporation of Israel (formerly named "Insightera Ltd.") having Company Number 51-424163-7 ("Assignor") is believed to have rights to certain patents and patent applications identified below ("Patent Filings");

WHEREAS, Marketo, Inc., a Corporation having a principal place of business at 901 Mariners Island Blvd., Suite 500, San Mateo, CA 94404 ("Assignee"), is desirous of acquiring Assignor's rights to the Patent Filings, to perfect title to the Patent Filings;

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Assignor to have been received in full from said Assignee:

Said Assignor does hereby sell, assign, transfer and convey unto said Assignee the entire right, title and interest in and to the Patent Filings which the Assignor possesses, where the constituent patents and patent applications of the Patent Filings consist of:


- (1) Provisional U.S. Patent Application No. 61/728,865, titled METHOD FOR ADJUSTING CONTENT OF A WEBPAGE ACCORDING TO ONLINE TRAFFIC, and filed on November 21, 2012 (1500.0179P);
- (2) U.S. Patent Application No. 14/086,200, titled METHOD FOR ADJUSTING CONTENT OF A WEBPAGE IN REAL TIME BASED ON USERS ONLINE BEHAVIOR AND PROFILE, and filed on November 21, 2013 (MKTO.P002);
- (3) U.S. Patent Application No. 14/086,238, titled METHOD AND SYSTEM FOR PREDICTIVE MARKETING CAMPAIGNS BASED ON USERS ONLINE BEHAVIOR AND PROFILE, and filed on November 21, 2013 (MKTO.P003);
- (4) U.S. Patent Application No. 15/394,729, titled METHOD FOR ADJUSTING CONTENT OF A WEBPAGE IN REAL TIME BASED ON USERS ONLINE BEHAVIOR AND PROFILE, and filed on December 29, 2016; and
- (5) Any other continuation, continuation-in-part, divisional, reissue, or follow-on patent applications, which claim priority to any of the above-identified patent applications.

2. To the extent necessary, the Assignor hereby grants the Assignee power of attorney to act or take action to perfect title to the Patent Filings with the Assignee, to enable the Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States.

3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon the Assignor, its successors, assigns and other legal representatives.

4. This Assignment is agreed upon by the duly authorized representatives of the Parties, as identified below.

Assignor:

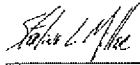
By:  _____
Greg Dunn (Sep 10, 2018)

Name: Greg Dunn

Title: Director of Marketo Solutions, Ltd.

Date: September 10, 2018

Assignee:

By:  _____

Name: Sterling Miller

Title: Senior Vice President, General Counsel & Secretary of Marketo, Inc

Date: September 10, 2018