

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/09/2009		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Visual Sciences, Inc.		05/28/2009
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	OMNITURE, INC.		
Street Address:	550 East Timpanogos Circle		
City:	Orem		
State/Country:	UTAH		
Postal Code:	84097		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	77218182	REAL-TIME ANALYTICS
CORRESPONDENCE DATA			
Fax Number:	(202)783-6031		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202) 783-6040		
Email:	PTO-TM-Email@rothwellfigg.com		
Correspondent Name:	Rothwell, Figg, Ernst & Manbeck, pc		
Address Line 1:	1425 K Street NW		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	0127-154		
NAME OF SUBMITTER:	Anne M. Sterba		
Signature:	/Anne M. Sterba/		

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TRADEMARK
REEL: 004006 FRAME: 0097

Date:

06/16/2009

Total Attachments: 2

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ASSIGNMENT OF APPLICATION FOR REGISTRATION

WHEREAS, Visual Sciences, Inc. (ASSIGNOR) a corporation of Delaware, of 10182 Telesis Court, San Diego CALIFORNIA 92121, has adopted and is using the mark REAL-TIME ANALYTICS, as applied to *inter alia*, "BUSINESS ADMINISTRATION CONSULTING, NAMELY, CONSULTATION REGARDING THE BUSINESS ADMINISTRATION AND MANAGEMENT RELATED TO IMPLEMENTING COMPUTER HARDWARE AND SOFTWARE IN THE FIELD OF BUSINESS INTELLIGENCE AND MARKETING OPTIMIZATION....." in Class 35 and *inter alia*, "COMPUTER CONSULTATION SERVICES RELATED TO THE TECHNICAL ASPECTS OF FACILITATING AND INCREASING A WEB SITE'S EXPOSURE TO THE PUBLIC; COMPUTER SERVICES, NAMELY, DESIGNING WEB SITES TO FACILITATE AND INCREASE A WEBSITE'S CONNECTIVITY AND INTERACTIVITY WITH OTHER WEBSITES...." in Class 42 for which said Assignor has filed an application for registration in the United States Patent and Trademark Office, Serial No. 77/218,182, filed June 28, 2007 (hereinafter collectively "the Mark"); and

WHEREAS, Omniture, Inc. (ASSIGNEE), of 550 East Timpanogos Circle, Orem, Utah, 84097, a corporation of Delaware is desirous of acquiring the Mark;

NOW, THEREFORE, for good and valuable consideration, receipt and adequacy of which is hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE nunc pro tunc as of April 9, 2009, all right, title and interest in and to the Mark effective

April 9, 2009, together with the good will of the business symbolized by the Mark, and the above-identified application for registration of the Mark.

The Commissioner of Patents and Trademarks is requested to issue the certificate of registration to the assignee.

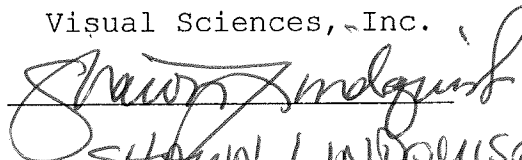
Visual Sciences, Inc.

By:

Name:

Title:

Date:


SHAWN LINDQUIST
SECRETARY
5/29/2009