

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Day Management AG		10/28/2010	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Adobe Systems Incorporated		
Street Address:	345 Park Avenue		
City:	San Jose		
State/Country:	CALIFORNIA		
Postal Code:	95110-2704		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2645700	CONTENTBUS	
CORRESPONDENCE DATA			
Fax Number:	(206)675-6818		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	206.675.7000		
Email:	tm@adobe.com		
Correspondent Name:	Adobe Systems Incorporated		
Address Line 1:	801 N. 34th Street		
Address Line 2:	Legal Department		
Address Line 4:	Seattle, WASHINGTON 98103		
NAME OF SUBMITTER:	Daniel C. Poliak		
Signature:	/Daniel C. Poliak/		
Date:	06/28/2011		
Total Attachments: 3 source=Day_Adobe_tm assignmt#page1.tif source=Day_Adobe_tm assignmt#page2.tif source=Day_Adobe_tm assignmt#page3.tif			

CH \$40.00 2645700

TRADEMARK ASSIGNMENT AGREEMENT BETWEEN
DAY MANAGEMENT AG AND ADOBE SYSTEMS INCORPORATED

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Agreement") is effective this 28th day of October, 2010 (the "Effective Date") by and between DAY MANAGEMENT AG, a Switzerland corporation, registered with its principal place of business at Barfüsserplatz 6, CH-4001 Basel, Switzerland ("Assignor"), and ADOBE SYSTEMS INCORPORATED, a Delaware corporation, with its principal place of business at 345 Park Avenue, San Jose, California 95110-2704 ("Assignee"). Assignor and Assignee may be collectively referred to herein as the "Parties."

RECITALS

- A. Assignor owns the entire right, title and interest in and to certain trademarks, trade names and trademark registrations and applications, including but not limited to those listed in **Schedule A** ("Trademarks List") attached hereto and incorporated herein (collectively, the "Trademarks").
- B. The Parties mutually desire that Assignee acquire Assignor's entire right, title and interest in and to the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows.

AGREEMENT


1. Assignor, on behalf of itself and its predecessors and successors in interest, hereby sells, assigns and transfers to Assignee and Assignee's successors, assigns and legal representatives, and Assignee hereby accepts: (a) all of Assignor's right, title and interest, including but not limited to, rights to existing causes of action and the right to past damages associated therewith, that Assignor has in or to the Trademarks; and (b) that part of the goodwill of Assignor's business connected with and symbolized by the Trademarks.
2. Assignor hereby acknowledges that it retains no right to use the Trademarks and agrees not to challenge, or to assist others to challenge the validity, or Assignee's ownership, of the Trademarks. Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into by Assignor that would conflict with this Agreement.
3. Assignor hereby covenants that, upon the request of Assignee, Assignor will promptly provide Assignee with all pertinent facts and documents relating to the Trademarks as may be known and reasonably accessible to Assignor and will testify as to the same in any opposition, litigation or any proceeding related thereto. At Assignor's expense, Assignor will promptly execute and deliver to Assignee or its legal representatives any and all documents, instruments or affidavits required to apply for, obtain, maintain, register and enforce the Trademarks, which Assignee in each case may reasonably in good faith deem necessary or desirable to carry out the

purpose thereof. Assignor will take all reasonably necessary steps to give effect to, and further the purposes of, this Agreement.

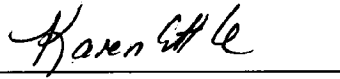
IN WITNESS WHEREOF, the undersigned have caused their duly authorized representatives to execute this Agreement effective as of the Effective Date and in the capacity shown below.

DAY MANAGEMENT AG
("ASSIGNOR")

ADOBE SYSTEMS INCORPORATED
("ASSIGNEE")

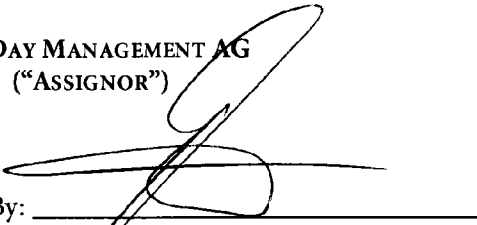
By: 

David Nüscheler
Director

By: 

Karen O. Cottle
Senior Vice President, General Counsel

DAY MANAGEMENT AG
("ASSIGNOR")

By: 

Erik Hansen
Authorized Signatory

SCHEDULE A

TRADEMARKS LIST

MARK	COUNTRY	CLASS	REG. NUMBER	STATUS
COMMUNIQUÉ	United States	9	2480508	Registered
CONTENTBUS	International Register	9 35 42	772626	Registered
CONTENTBUS	Switzerland	9 35 42	491940	Registered
CONTENTBUS	United States	9	2645700	Registered
CRX Content Repository Extreme	Switzerland	9 35 42	535129	Registered
Day & design	International Register	9 35 42	717913	Registered
Day & design	Switzerland	9 35 42	P-462823	Registered
Day & design	United States	9 35 42	2547808	Registered
Day Communiqué & design	International Register	9	721705	Registered
Day Communiqué & design	Switzerland	9	P-462416	Registered
Design	International Register	9	745237	Registered