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RECOR

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FORM PTO-1595
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)



100751103

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Assistant Commissioner for Patents: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Kurt Thearling

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Exchange Applications, Inc.

Internal Address:

Street Address: 1 Lincoln Plaza, 89 South Street,
Boston, MA 02111

Additional name(s) & addresses(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger

☐ Security Agreement ☐ Change of Name

☐ Other _____

Execution Date: June 15, 1998

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is June 15, 1998

A. Patent Application No.(s) _____ B. Patent No.(s) _____

09/09 7875

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence
Concerning document should be mailed:

Name: Matthew B. Lowrie

Address: WOLF, GREENFIELD & SACKS, P.C.
Federal Reserve Plaza
600 Atlantic Avenue
Boston, MA 02210

06/25/1998 HPEOPLES 00000009 09097875
04 FC:501 40.00 OP

6. Total number of applications and patents involved: [1]

7. Total fee (37 CFR 3.41).....\$ 40.00

☒ Enclosed

☐ Authorized to be charged to deposit account

The Commissioner is authorized to charge:

8. Deposit Account No: 23/2825

DO NOT USE THIS SPACE

9. Statement and signature
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Matthew B. Lowrie _____ June 15, 1998

Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: [3]

ASSIGNMENT

In consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned Kurt Thearling, 96 Hammond Street, Cambridge, Massachusetts 02138, hereby

Sell, assign and transfer to Exchange Applications, Inc., a Massachusetts corporation having a place of business at 1 Lincoln Plaza, 89 South Street, Boston, Massachusetts, 02111 its successors, assigns and legal representatives, all hereinafter referred to as the Assignee, the entire right, title and interest for the United States and all foreign countries, in and to any and all inventions which are disclosed in the application for United States Letters Patent executed of even date herewith and entitled INTEGRATING CAMPAIGN MANAGEMENT AND DATA MINING, and in and to said application and all divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said inventions; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said inventions including the right to apply for patent rights in each foreign country and all rights to priority.

Agree that said Assignee may apply for and receive Letters Patent for said inventions in its own name; and when requested, without charge to but at the expense of said Assignee, agree to carry out in good faith the intent and purpose of this assignment by executing all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said inventions, by executing all rightful oaths, assignments, powers of attorney and other papers, by communicating to said Assignee all facts known to me relating to said inventions and the history thereof, and generally by doing everything possible which said Assignee shall consider desirable for aiding in securing and maintaining proper patent protection for said inventions and for vesting title to said inventions and all applications for patents and all patents on said inventions, in said Assignee.

Hereby request the Honorable Commissioner of Patents and Trademarks to issue said Letters Patent to said Assignee.

Covenant with said Assignee that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to

others by me, and that full right to convey the same as herein expressed is possessed by me.

Dated: 6/15/1998.

Kurt Thearling
KURT THEARLING

STATE OF Massachusetts :
COUNTY OF Suffolk :

Subscribed and sworn to before me this 15th day of June, 1998.

SEAL

Danielle A. Bader
Notary Public

My Commission Expires: November 4, 1999