

PATENTS ONLY

10.25.00

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Daniel BROWN

2. Name and address of receiving party(ies):

APPLIED PSYCHOLOGY RESEARCH, LTD.
160 Euston Road
London NW1, England

3. Nature of conveyance: - ASSIGNMENT

11-24-2000



101526802

Execution Date(s): October 13, 2000

, respectively.

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 as follows:

October 13, 200009/696356

, respectively.

A. Patent Application No. (s)

B. Patent No.(s)

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

FRISHAUF, HOLTZ, GOODMAN, LANGER & CHICK, P.C.
767 Third Avenue, 25th Floor
New York, New York 10017-20236. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41): \$ 40.00

[] Amount included with filing fee attached hereto.

[X] Check enclosed.

8. To the extent not tendered by check, authorization is given to charge the Assignment Fee (37 CFR.341) to Account No. 06-1378.

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.

Dated: October 25, 2000

By

DOUGLAS HOLTZ
Reg. No. 33,902Express Mail" Mailing Label No. EL 682 566 683 USDate of Deposit: October 25, 2000

I hereby certify that this paper and enclosed application and fee are being deposited with the United States Postal Service "Express Mail Post Office Addresses" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of Patent and Trademarks, Washington, D.C. 20231.

Sharon Portnoy
Sharon Portnoy

ASSIGNMENT

In consideration of value received, I, having a residence and post office address as stated below next to my name, the sole inventor (if only one name is listed below) or a joint inventor (if plural names are listed below) of an invention described in an application for United States patent entitled: *Method and Apparatus for Generating Profile Data*

sell and assign to *Applied Psychology Research Ltd*
 a corporation of
 having a business address at *160 Euston Road, London*

its successors, assigns or nominees, hereinafter referred to as "Assignee", my entire right, title and interest in and to said invention as disclosed, shown and described in said application for United States patent executed concurrently herewith;


and in and to all applications for patent and patents for said invention, in all countries of the world, including all divisions, reissues, continuations, substitutions and extensions thereof and all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property, including rights of priority, resulting from the filing of any of said applications; and I authorize and request any official whose duty it is to issue patents, to issue any patent on said invention or resulting therefrom to said Assignee, and I agree that on request and without further consideration, but at the expense of said Assignee, I will communicate to said Assignee or its representatives all facts known to me respecting said invention and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue, or other applications, make all rightful oaths and declarations, and generally do everything possible to aid said Assignee to obtain and enforce proper patent protection for said invention in all countries.

I hereby grant to any attorney member of the following law firm the power to insert on this Assignment the Serial Number and filing date of said application when known

SERIAL NO.:

FILING DATE:

Frishauf, Holtz, Goodman, Langer & Chick, P.C., 767 Third Avenue - 25th Floor, New York, N.Y. 10017-2023.

INVENTOR: SIGNATURE		DATE	ADDRESS
Sign: 	Date: <i>03/04/2000</i>	Address: <i>39 Dyham Road London NW6 2NT</i>	
Type:	Witness:		
Sign:	Date:	Address:	
Type:	Witness:		
Sign:	Date:	Address:	
Type:	Witness:		

NOTES: MUST BE DATED.

WITNESS DESIRABLE.

LEGALIZATION NOT REQUIRED.

RECORDING OFFICER:

After recording, please return to:

FRISHAUF, HOLTZ, GOODMAN, LANGER & CHICK, P.C.
 767 Third Avenue - 25th Floor, New York, N.Y. 10017-2023
 Tel. No.: (212) 319-4900 Fax No.: (212) 319-5101

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PATENT
 REEL: 011261 FRAME: 0754