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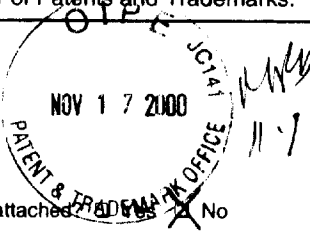
Tab settings    ▼

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

1. Name of conveying party(ies):

Sreedhar Srikant  
Ellen M. Boerger  
Scott W. Cunningham

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



2. Name and address of receiving party(ies)

Name: NCR Corporation

Internal Address: Law Department

Street Address: 1700 S. Patterson Blvd.

City: Dayton State: OH ZIP: 45479-0001

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Other \_\_\_\_\_

Execution Date: Oct. 26, 2000; Oct. 30, 2000;  
Oct. 31, 2000

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

Docket No. 8669

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No.(s)

09/626,887

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: Paul W. Martin

Internal Address: Law Department, ECD-2

1/22/2000 MMARMOL 00000008 140225 09626887

3 FC:581 40.00 CH

Street Address: 101 W. Schantz Avenue

City: Dayton State: OH ZIP: 45479-0001

6. Total number of applications and patents involved:

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

14-0225

(Attach duplicate copy of this page if paying by deposit account)

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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.

Paul W. Martin

Name of Person Signing

Signature

11/14/00

Date

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

# ASSIGNMENT OF UNITED STATES PATENT APPLICATION

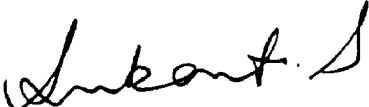
WHEREAS, we, SREEDHAR SRIKANT, ELLEN M. BOERGER and SCOTT W. CUNNINGHAM, of Smyrna, GA, Gainesville, GA and Mountain View, CA, respectively, have invented certain new and useful improvements in A METHOD FOR CUSTOMER SEGMENTATION WITH APPLICATIONS TO ELECTRONIC COMMERCE, Docket No. 8669.00, for which we have executed an application for Letters Patent of the United States on same date herewith, respectively; and

WHEREAS, NCR Corporation, a corporation of the State of Maryland, having its principal place of business in Dayton, Ohio, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefor in the United States and any and all foreign countries;

NOW, THEREFORE, be it known that in consideration of the sum of One Dollar (\$1.00) and of other valuable considerations, the receipt of which is hereby acknowledged, we do hereby sell, assign and transfer unto said NCR Corporation, its successors and assigns, the entire right, title and interest in and to the invention and improvements in any form or embodiment thereof, disclosed and claimed in said application, or which are disclosed and may be claimed; also the entire right, title and interest in and to any Letters Patent to be granted in the United States and its territorial possessions and in any and all foreign countries upon said invention in any form or upon any such improvements thereon, and in and to any and all divisions, reissues, continuations and extensions thereof; and we hereby authorize and request the Commissioner of Patents and Trademarks to issue any Letters Patent on said application to the said NCR Corporation, of Maryland, its successors and assigns.

Further, we agree that we will communicate to said NCR Corporation, or its representatives, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitution, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to said NCR Corporation, make all rightful oaths and generally to do everything possible to aid said NCR Corporation, its successors and assigns, to obtain and enforce protection for said invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 26 day of OCTOBER, 2000.

  
\_\_\_\_\_  
Sreedhar Srikant

# ASSIGNMENT OF UNITED STATES PATENT APPLICATION

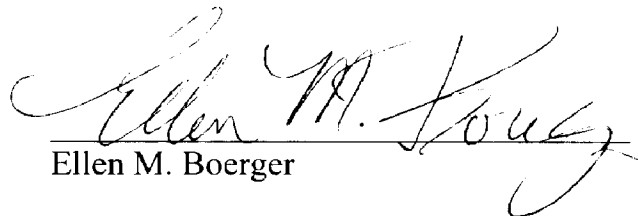
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IN TESTIMONY WHEREOF, I have hereunto set my hand this 30<sup>th</sup> day of October, 2000.

  
Ellen M. Boerger

# ASSIGNMENT OF UNITED STATES PATENT APPLICATION

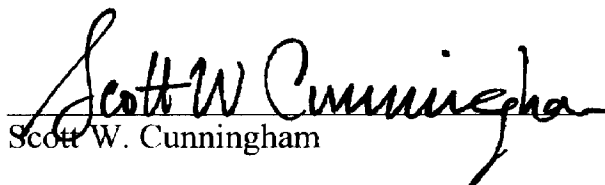
WHEREAS, we, SREEDHAR SRIKANT, ELLEN M. BOERGER and SCOTT W. CUNNINGHAM, of Smyrna, GA, Gainesville, GA and Mountain View, CA, respectively, have invented certain new and useful improvements in A METHOD FOR CUSTOMER SEGMENTATION WITH APPLICATIONS TO ELECTRONIC COMMERCE, Docket No. 8669.00, for which we have executed an application for Letters Patent of the United States on same date herewith, respectively; and

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IN TESTIMONY WHEREOF, I have hereunto set my hand this 31 day of October, 2000.

  
Scott W. Cunningham