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101545417

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

1. Name of conveying party(ies):

Mark E. Bloomfield and Tanya Cheyne

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

NCR Corporation  
Law Department, ECD-2  
101 West Schantz Avenue  
Dayton, Ohio 45479-0001

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

3. Nature of conveyance:

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

Execution Date: 09/14/00; Bloomfield & 09/25/00; Cheyne

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

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: 09/14/00; Bloomfield & 09/25/00; Cheyne

NCR Docket Number **9384.00**

A. Patent Application No.(s)

09/666,658

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Michael Chan  
Address: NCR Corporation  
Law Department, ECD-2  
101 West Schantz Avenue  
Dayton, Ohio 45479-0001

6. Total number of applications and patents involved:

7. Total fee (37 CFR 3.41): \$40

- ☐ Enclosed  
☒ Authorized to be charged to Deposit Account

8. Deposit Account No.:

14-0225 of NCR Corporation

(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

Michael Chan

Name of Person Signing

Michael Chan

Signature

NOV 28 2000

Date

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

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents and Trademarks, Box Assignment

**PATENT**  
**REEL: 011307 FRAME: 0910**

# ASSIGNMENT OF UNITED STATES PATENT APPLICATION

WHEREAS, we, **Mark E. Bloomfield** of London, United Kingdom and **Tanya Cheyne** of London, United Kingdom (hereinafter called "the inventor(s)"), have invented certain new and useful improvements in **INFORMATION GATHERING AND PERSONALIZATION TECHNIQUES**, Docket No. **9384.00** (hereinafter called "the invention"), for which we have executed an application for Letters Patent of the United States of America (hereinafter called "the application") on 14<sup>th</sup> September 2000 and 25<sup>th</sup> September 2000, respectively; and

WHEREAS, the invention, being made in the circumstances set out in Section 39 (1)(a) of the United Kingdom Patents Act 1977, belongs to our employer at that time, namely NCR Financial Solutions Group Limited, a company incorporated in England whose registered address is 206 Marylebone Road, London NW1, 6LY, United Kingdom; and

WHEREAS, NCR Corporation, a corporation of the State of Maryland, having its principal place of business at 1700 South Patterson Boulevard, Dayton, Ohio 45479-0001 USA, is desirous of acquiring from NCR Financial Solutions Group Limited, the entire right, title, and interest in and to the invention and the application; and

WHEREAS, NCR Financial Solutions Group Limited and NCR Corporation have authorized and requested my/our executing the application; and

NOW, THEREFORE, to all whom it may concern be it known that we, the inventor(s), confirm the ownership by NCR Financial Solutions Group Limited of the invention and the application by operation of law under the United Kingdom Patents Act 1977 and if, under the law of the United States, or any other countries in the world, we the inventor(s) have any ownership right, title, and interest in the invention and the application (which we do not believe to be the case and claim no ownership right, title, or interest in the invention and the application based on the law of the United Kingdom), in consideration of the sum of One Dollar (\$1.00) and of other valuable considerations, the receipt of which is hereby acknowledged, we, the inventor(s), nevertheless hereby assign and transfer such ownership right, title, and interest in and to the invention and application to NCR Financial Solutions Group Limited, its successors and assigns. NCR Financial Solutions Group Limited in turn hereby assigns and transfers to NCR Corporation, its successors and assigns, the entire right, title, and interest in and to the invention and the application (including any right to claim priority under the International Convention), and in and to any divisions, continuations, reissues, and extensions thereof.

FURTHER, we, the inventor(s), and NCR Financial Solutions Group Limited hereby authorize and request any Letters Patent arising therefrom in the United States of America be issued to NCR Corporation, its successors and assigns.

FURTHER, we, the inventor(s), agree that we will communicate to NCR Corporation, or its representatives, any facts known to myself/us respecting the 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 Letters Patent arising therefrom in the United States of America to be issued to NCR Corporation, make all rightful oaths and generally to do everything possible to aid NCR Corporation, its successors and assigns, to obtain and enforce protection for the invention in the United States of America and in any other countries in the world.

FURTHER, it is hereby declared that the transaction hereby effected does not form part of a larger transaction or of a series of transactions in respect of which the amount or value or the aggregate amount or value, of the consideration exceeds £60,000 (Sterling).

Signed at NCR London, this 14 day of September, 2000.  
HC  
MBloomfield  
**Mark E. Bloomfield**

Signed at NCR London HC, this 25 day of September, 2000.  
Tanya Cheyne  
**Tanya Cheyne**

Signed at Dayton, Ohio USA, this 9<sup>th</sup> day of November, 2000.  
Greg S. Fante  
**NCR Financial Solutions Group Limited**

Signed at Dayton, Ohio USA, this 9<sup>th</sup> day of November, 2000.  
Greg S. Fante  
**NCR Corporation**