

07-12-2001

OMB No. 0651-0011 (exp 4/94)

7.2.01



101774187

To the Honorable Commissioner of Patents and Trademarks, original documents or copy thereof

1. Name of conveying party(ies):

Likeminds, Inc.

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

**Macromedia, Inc.
600 Townsend
San Francisco, CA 94130**

Additional name(s) of conveying party(ies) attached?

3. Nature of conveyance: **Assignment**

Execution Date:

Loren Hillberg, Vice President of Likeminds, Inc: March 19, 2001

Additional name(s) and 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:

A. Patent Application No.(s)

B. Patent No.(s)

4,870,579

Additional numbers attached

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

**Charles E. Gotlieb
Innovation Partners
540 University Avenue
Suite 300
Palo Alto CA 94301
US**

6. Total number of applications and patents involved

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

- Enclosed
- Authorize to charge deposit account for any deficiencies
- Authorized to be charged to deposit account

8. Deposit account number:

07-1738

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

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.

Charles E. Gotlieb

Name of Person Signing

Signature

6/27/01

Date

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

Docket 1187

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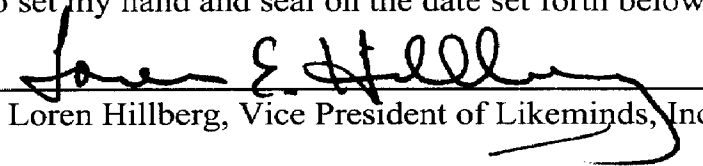
ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, Likeminds, Inc., a California corporation, does hereby sell, assign and transfer unto Macromedia, Inc., a California corporation having its principal place of business at 600 Townsend, San Francisco, CA 94130 (the "Assignee"), and its successors and assigns, the entire title, interest and right, including the right of priority, in and to United States Patent Number 4,870,579, entitled, "SYSTEM AND METHOD OF PREDICTING SUBJECTIVE REACTIONS" issued by the United States Patent and Trademark Office on September 26, 1989, and the inventions and any of them therein set forth and described, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefor or corresponding thereto;

and for the above consideration, upon request of the Assignee, its successors or assigns, Likeminds, Inc. will promptly communicate any facts known to them respecting said patent and the invention set forth therein, and will promptly execute and deliver without further compensation any power of attorney, assignment, application, whether original, continuation, divisional or reissue, or other papers which may be necessary or desirable fully to secure to the Assignee, its heirs, successors or assigns, the inventions and any of them described in said application and all patent rights therein, in the United States and in any country foreign thereto, and will promptly cooperate and assist in the prosecution of interference proceedings involving said inventions and in the adjudication and re-examination of said Letters Patent, provided the expenses which may be incurred by them in lending such cooperation and assistance be paid by the Assignee, its successors or assigns.

IN WITNESS WHEREOF, I hereunto set my hand and seal on the date set forth below.

Date: 3/19/2001


Loren Hillberg, Vice President of Likeminds, Inc.