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Form PTO-1595
(Rev. 03/01)

REC

U.S. DEPARTMENT OF COMMERCE
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OMB No. 0651-0027 (exp. 5/31/2002)

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

1. Name of conveying party(ies):

Stephen P. Brock

1.14.02

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: September 24, 2001

2. Name and address of receiving party(ies)

Name: Blue Bear LLC

Internal Address: _____

Street Address: 9850 Cunningham Road

City: Cincinnati State: OH Zip: 45243

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: _____

A. Patent Application No.(s)
09/945,933

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Theodore D. Lienesch

Internal Address: Thompson Hine LLP

Street Address: 2000 Courthouse Plaza, N.E.

10 West Second Street

City: Dayton State: Ohio Zip: 45402

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

8. Deposit account number:

20-0809

(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.

Theodore D. Lienesch, Reg. No. 28,235
Name of Person Signing

Signature

Date

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

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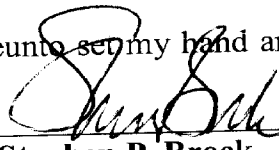
PATENT
REEL: 012489 FRAME: 0543

ASSIGNMENT

WHEREAS, **Stephen P. Brock**, of the City of Cincinnati and State of Ohio; invented certain new and useful **SYSTEM AND METHOD FOR PERFORMING MARKET RESEARCH STUDIES ON ONLINE CONTENT** (Docket No. 054351-00001) for which I/we executed an application for letters patent of the United States;


AND WHEREAS, **Blue Bear LLC**, a corporation of the State of Ohio, with a place of business at 9850 Cunningham Road, Cincinnati, Ohio 45243, hereinafter called the Assignee, is desirous of acquiring the entire right, title and interest in and to said application and the inventions therein disclosed and any letters patent that may issue thereon;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other valuable consideration, receipt whereof is hereby acknowledged, I/we hereby sell, assign and transfer unto said Assignee, its successors and assigns, the entire right, title and interest in and to said application, any application claiming priority therefrom, any non-provisionals, divisions or continuations thereof, and the inventions therein disclosed, and any improvements thereon, and any patent or patents that may be issued or reissued thereon, and I/we hereby authorize and request the Commissioner of Patents and Trademarks to issue any letters patent thereon, and reissues thereof, to said Assignee, its successors and assigns; and I/we hereby authorize said Assignee, its successors and assigns, to file in its own name applications for patent in foreign countries in connection with the inventions hereby transferred, under the International Convention claiming the priority of said United States application or otherwise, and to secure in its own name the patent or patents issued thereon; and I/we hereby agree that, upon request, I/we will sign all papers, and make all rightful oaths, and do all acts which said Assignee, its successors or assigns, may consider necessary in connection with said United States application, and in connection with any other United States or foreign applications that may be filed in connection with said inventions, and with any improvements thereon, and in connection with any patents issued or reissued thereon.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 24th day of September, 2001.

Stephen P. Brock

STATE OF Ohio)
COUNTY OF Hamilton) ss

On this 24 day of Sept, 2001, before me a Notary Public in and for the above County and State, personally appeared the above named **Stephen P. Brock**, personally known to me, and acknowledged the execution of the foregoing assignment as a free act and deed for the purpose herein set forth.


Notary Public

MARY K. BARBATO
Notary Public, State of Ohio
~~My Commission Expires April 28, 1998~~

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