

07-22-2002

Form PTO-1595 (Adapted)
(Rev. 03/01) Patent & Trademark



102161785

U.S. DEPARTMENT OF COMMERCE
RECORDATION FORM COVER SHEET

1. Name of conveying party:

Tal Cohen
Nissim Harel
Vijaykumar Krishnaswamy

7.5.02

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

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

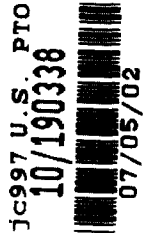
Name: ClickFox, LLC
Address: 644 Antone Street, N.W., Suite 8X
Atlanta, Georgia 30318

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: August 27, 2001



4(a). Patent Application No.(s):

10/190338

4(b). Patent No.(s):

If this document is being filed together with a new application, the execution date of the application is: July 5, 2002

Additional numbers attached? Yes No

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

Name: Peter J. Pawlak, Jr.
Address: TROUTMAN SANDERS LLP
600 Peachtree Street, N.E.
Suite 5200
Atlanta, GA 30308

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 No.: 20-1507
(Attach duplicate copy of this page if paying by deposit account)

07/19/2002 DBYRME 00000204 201507 10190338

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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.

Peter J. Pawlak, Jr.

Date: July 5, 2002

Attorney Docket No.: COHEN3

Total number of pages including cover sheet: 3

Mail documents with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, DC 20231

ASSIGNMENT

WHEREAS, WE, **TAL COHEN, NISSIM HAREL, and VIJAYKUMAR KRISHNASWAMY** (hereinafter referred to as ASSIGNORS), having post office addresses of 2236 Whitfield Cove, Tucker, Georgia 30084, United States, 2236 Whitfield Cove, Tucker, Georgia 30084, United States, and 914 Collier Road, N.W., #7304, Atlanta, Georgia 30318, United States, are joint inventors of the invention by us entitled **USE OF VARIOUS METHODS TO RECONSTRUCT EXPERIENCES OF WEB SITE VISITORS** as described in the specification forming part of an application for United States letters patent executed herewith;

WHEREAS, ClickFox, LLC (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Georgia, having a place of business 644 Antone Street, N.W., Suite 8X, Atlanta, Georgia 30318, United States, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, any patent applications that may be filed for said invention, and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from any United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, any application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS

had this assignment, transfer and sale not been made. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.




Tal Cohen

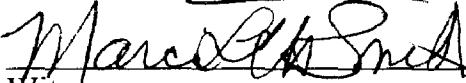


Witness

8/27/01

Date


Nissim Harel



Witness

8/27/01

Date



Vijaykumar Krishnaswamy



Witness

8/27/01

Date