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FORM PTO 1595

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of Patent

1. Name and Address of Conveying Party(ies):

Rand B. Nickerson
2684 Sheridan Road
Highland Park, Lake County, Illinois 60035

Individual Citizenship: Canada

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

☒ Yes ☐ No

3. Nature of conveyance:

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

Execution Date: 07/22/02

Name: OpinionLab, Inc.

Internal Address:

Street Address: 513 Central Avenue, Suite 300

City: Highland Park

State: Illinois Zip: 60035

Other: Delaware Limited Liability Company

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: 07/22/02.

A. Patent Application No.(s):

B. Patent No.(s):

Additional Numbers ☐ Yes ☒ No

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

Name: Christopher W. Kennerly, Esq.
Internal Address: BAKER & BOTTS, L.L.P.
Street Address: 2001 Ross Avenue
City: Dallas
State: Texas Zip: 75201-2980

6. Total number of application and patents involved: One

7. Total Fee (37C.F.R. 3.41): \$40.00

☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit Account Number:

(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.

Christopher W. Kennerly

Name of Person Signing

Signature

July 31, 2002

Date

Total number of pages including cover sheet

4

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(Attorney's Docket: 067543.0181)

1. Name and Address of Conveying Party(ies):

Mark A. Treschl
1283 Sherwood Road
Highland Park, Lake County, Illinois 60035
Citizenship: United States of America
Execution Date: 07/22/02

Jay S. Rudman
2024 N. Racine, Unit M
Chicago, Cook County, Illinois 60614
Citizenship: United States of America
Execution Date: 07/22/02

ASSIGNMENT

WHEREAS, I, an undersigned joint inventor of residence as listed, have invented certain new and useful improvements as below entitled, for which application for United States Letters Patent is made, said application having been executed on the date set forth below; and

WHEREAS, OpinionLab, Inc., (herein referred to as "Assignee") a Delaware corporation, with an address of 513 Central Avenue, Suite 300, Highland Park, Illinois 60035, desires to acquire my entire right, title, and interest in and to the invention and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I assign to Assignee, all right, title, and interest in and to said invention and in and to said application, all Letters Patent that may issue therefrom, and all divisions, reissues, continuations, continuations-in-part, and extensions thereof. I authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as my interest is concerned, to Assignee.

I also assign to Assignee all right, title, and interest in and to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models, and designs for said invention in its own name throughout the world and including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries. I further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title, and interest in Assignee.

I shall communicate to Assignee any facts known to me respecting any improvements; and, at the expense of Assignee, I shall testify in any legal proceedings, sign all lawful papers, execute any and all powers of attorney and all divisional, continuation, continuation-in-part, reissue, and substitute applications, make lawful oaths, declarations, and affidavits, execute any other papers in connection therewith necessary to perfect such right, title and interest in Assignee, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

This Assignment shall be binding on the parties' successors, assigns, and legal representatives.

Title of the Invention:

*Receiving and Reporting Page-Specific User Feedback
Concerning One or More Particular Web Pages of a
Website*

Signature of First Joint Inventor:



Inventor's Name:

Rand B. Nickerson

Residence (City, County, State):


Highland Park, Lake County, Illinois

Date:

July 22, 2002

Date Application Executed:

7/22/2002
Page 1 of 2

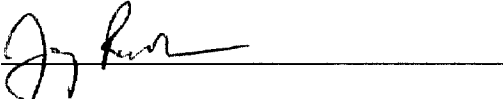
Signature of Second Joint Inventor: 

Inventor's Name: Mark A. Treschl

Residence (City, County, State): Highland Park, Lake County , Illinois

Date: 7/22/2002

Date Application Executed: 7/22/2002

Signature of Third Joint Inventor: 

Inventor's Name: Jay S. Rudman

Residence (City, County, State): Chicago, Cook County, Illinois

Date: 7/22/02

Date Application Executed: 7/22/02