

11-20-2002

U.S. DEPARTMENT OF COMMERCE
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102287936

Tab settings

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

1. Name of conveying party(ies):

John Northen, as Trustee in Bankruptcy for Plurimus Corporation, Bankruptcy No. 01-83849

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

3. Nature of conveyance:

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

Execution Date: 09/23/2002

2. Name and address of receiving party(ies)

Name: Hitwise Pty. Ltd.

Internal Address: _____

Street Address: Level 7 / 580 St. Kilda Road

City: Melbourne State: Victoria Zip: 3004

Country: AUSTRALIA

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)

10/251,621; 60/323,798;

09/606,683; 09/608,135; and 09/608,136

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: A. Jose Cortina

Internal Address: Kilpatrick Stockton

Street Address: 3737 Glenwood Avenue

Suite 400

City: Raleigh State: NC Zip: 27612

6. Total number of applications and patents involved: 5

7. Total fee (37 CFR 3.41) \$ 200

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number: _____

(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.

A. Jose Cortina, Reg. No. 29,733

Name of Person Signing

Signature

November 5, 2002

Date

Total number of pages including cover sheet, attachments, and documents: 4

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

11/19/2002 TDIAZ1 00000172 10251621

01 FC:8421

200.04 DP

PATENT
REEL: 013491 FRAME: 0944

For: ☒ U.S. and/or ☒ Foreign Rights
For: ☒ U.S. Application or U.S. Patent
For: ☒ PCT Application
By: ☒ Trustee

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

John Northen, as Trustee in Bankruptcy
for Plurimus Corporation, Bankruptcy No.
01-83849

100 Europa Drive, Suite 550
Chapel Hill, NC 27517

(type or print name of Assignor)

Address

Nationality

hereby sell, assign and transfer to:

ASSIGNEE:

Hitwise Pty. Ltd.

(type or print name of Assignee)

Level 7 / 580 St. Kilda Road
Melbourne Victoria 3004
Australia

Address

Australia

Nationality

and the successors, assigns and legal representatives of the ASSIGNEE

(complete one of the following:

- ☒ the entire right, title and interest
☐ an undivided _____ percent (____%) interest

for the United States and its territorial possessions

(check the following box if foreign rights are also to be assigned)

☒ and in all foreign countries, including all rights to claim priority in and to any all improvements which are disclosed in the inventions entitled and identified as set forth in attached Schedule A, and any legal equivalent thereof in other countries, including the right to claim priority and, in and to, Letters Patent to be obtained for said invention by the above application or any non-provisional application based thereon, and any continuation, continuation-in-part, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof;

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

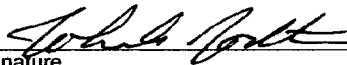
ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent

and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I have hereunto set hand and seal this 9/23/02
(Date of signing)

Names of Assignor:

John Northen, as Trustee in
Bankruptcy for Plurimus Corporation,
Bankruptcy No. 01-83849


Signature

☐ Notarization or Legalization Pages Added.

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution 35 USC 261. Use next page if notarization is desired.

NOTARIZATION OR LEGALIZATION ACCOMPANYING ASSIGNMENT

NOTE: Executing this page is not required for assignment and is only prima facie evidence of execution. 35 USC 261.

Details of Country
and place of signing of assignment

UNITED STATES OF AMERICA

STATE OF NORTH CAROLINA
COUNTY OF ORANGE

Before me this 24 day of SEPT. 2002 personally appeared **John Northen**, as Trustee in Bankruptcy for Plurimus Corporation, Bankruptcy No. 01-83849, to me known to be the person who is described in and who executed the foregoing assignment instrument and acknowledged to me that he executed the same of his own free will for the purpose therein expressed

ELAINE M. VanCISE
Notary Public
Durham County, NC
My Commission Expires 12/08/05


Notary Public or Consular Officer of the United States of America

Schedule A

U.S. PATENT APPLICATION SERIAL NO.	FILING DATE	TITLE	INVENTORS
09/606,683	June 30, 2000	Method and System for Classifying Information Available on a Computer Network	Jan-Dieter Spalink Brian R.D. Gullette Andrew Hatchell Randall C. Nortman Kevin Babyak Michael Babyak
09/608,135	June 30, 2000	Method and System for Monitoring Online Computer Network Behavior and Creating Online Behavior Profiles	Jan-Dieter Spalink Brian R.D. Gullette Andrew Hatchell Randall C. Nortman
09/608,136	June 30, 2000	Method and System for Monitoring Online Behavior at a Remote Site and Creating Online Behavior Profiles	Jan-Dieter Spalink Brian R.D. Gullette Andrew Hatchell Randall C. Nortman
60/323,798	September 20, 2001	Method and System for Characterization of Online Behavior	Maureen Mendick Tarquini Michael Chad Robertson Robert Asheville Sandefur, Jr.

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