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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):

Balwinder S. Samra; Oumar Nabe

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

2. Name and address of receiving party(ies)

Name: General Electric Capital Corporation

Internal Address:

Street Address: 260 Long Ridge Road

City: Stamford State: CT ZIP: 06927

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

3. Nature of conveyance:

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

Execution Date: January 13, 2003; July 25, 2002, respectively

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)

09/474,588 filed December 29, 1999

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: John S. Beulick

Internal Address: Armstrong Teasdale, LLP.

Street Address: One Metropolitan Sq. Suite 2600

City: St. Louis State: MO ZIP: 63102

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:

01-2384

(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.

Daniel M. Fitzgerald

Name of Person Signing

Signature

January 17, 2002

Date

01/24/2003 LMUeller 00000168 012384 09474588

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Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments

PATENT  
REEL: 013685 FRAME: 0856

ASSIGNMENT

Attorney's Docket No.

17207-00005

In consideration of One Dollar and other good and valuable consideration, of which we acknowledge receipt, we, **BALWINDER S. SAMRA** of **10 Belvedere Avenue, Leeds LS17 8BW, England**, and **OUMAR NABE** of **765 Riverside Drive, Apt. #6D, New York, New York 10032** sell and assign to General Electric Capital Corporation, a New York Corporation, (hereinafter referred to as "Company") its successors and assigns the entire right, title and interest in and to the improvements in **METHODS AND SYSTEMS FOR CREATING MODELS FOR MARKETING CAMPAIGNS**, invented by us, as described in the application for the United States patent filed **December 29, 1999, S.N. 09/474,588** and any and all applications for patent and patents therefor in any and all countries, including all divisions, reissues, continuations and extensions thereof, and all rights of priority resulting from the filing of said United States application, and authorize and request any official whose duty it is to issue patents, to issue any patent on said improvements or resulting therefrom to said Company, or its successors or assigns and agree that on request and without further consideration, but at the expense of said Company, we will communicate to said Company or its representatives or nominees any facts known to us respecting said improvements and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid said Company, its successors, assigns, and nominees to obtain and enforce proper patent protection for said improvements in all countries.

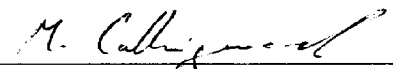
13<sup>th</sup> January, 2003

  
**BALWINDER S. SAMRA**

\_\_\_\_\_, 20\_\_

\_\_\_\_\_  
**OUMAR NABE**

WITNESSED the Signature of **BALWINDER S. SAMRA**:

  
(Signature)

Name: MARK COLLINSWOOD  
(Typed or printed)

Address: 21 SENEASLE DRIVE  
NORMANTON, U.K.  
WF6 1WD

ASSIGNMENT

Attorney's Docket No.

17207-00005

STATE OF \_\_\_\_\_ )  
 ) ss.  
County of \_\_\_\_\_ )

This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, before me personally came the above-named **Oumar Nabe** to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

\_\_\_\_\_  
NOTARY PUBLIC

My commission expires:

\_\_\_\_\_

ASSIGNMENT

Attorney's Docket No.

17207-00005

In consideration of One Dollar and other good and valuable consideration, of which we acknowledge receipt, we, **BALWINDER S. SAMRA** of **10 Belvedere Avenue, Leeds LS17 8BW, England**, and **OUMAR NABE** of **765 Riverside Drive, Apt. #6D, New York, New York 10032** sell and assign to General Electric Capital Corporation, a New York Corporation, (hereinafter referred to as "Company") its successors and assigns the entire right, title and interest in and to the improvements in **METHODS AND SYSTEMS FOR CREATING MODELS FOR MARKETING CAMPAIGNS**, invented by us, as described in the application for the United States patent filed **December 29, 1999, S.N. 09/474,588** and any and all applications for patent and patents therefor in any and all countries, including all divisions, reissues, continuations and extensions thereof, and all rights of priority resulting from the filing of said United States application, and authorize and request any official whose duty it is to issue patents, to issue any patent on said improvements or resulting therefrom to said Company, or its successors or assigns and agree that on request and without further consideration, but at the expense of said Company, we will communicate to said Company or its representatives or nominees any facts known to us respecting said improvements and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid said Company, its successors, assigns, and nominees to obtain and enforce proper patent protection for said improvements in all countries.

\_\_\_\_\_, 20\_\_

**BALWINDER S. SAMRA**

*July 25*, 20*02*

*Oumar Nabe*  
**OUMAR NABE**

STATE OF \_\_\_\_\_ )  
 ) ss.  
County of \_\_\_\_\_ )

This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_, before me personally came the above-named **Samra S. Baldwinder**, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

\_\_\_\_\_  
NOTARY PUBLIC

My commission expires:

\_\_\_\_\_

ASSIGNMENT

Attorney's Docket No.

17207-00005

STATE OF New York )  
 ) ss.  
 County of New York )

This 25<sup>th</sup> day of July, 2002, before me personally came the above-named **Oumar Nabe** to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

Rita Sokasits  
 NOTARY PUBLIC

My commission expires:

November 24, 2002

