


Substitute Form PTO-1595
Attorney Docket No.: 13906-107001
Client's Ref. No.: 2003P00170 US

RECORDATION FORM COVER SHEET PATENTS ONLY

Commissioner for Patents: Please record the attached original document(s) or copy(ies).

1. Name of conveying party(ies): Guido Lammers, Martin Steiert and Horst Gerlach Additional name(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies): SAP AKTIENGESELLSCHAFT Intellectual Property Department Neurottstrasse 16 69190 Walldorf Germany Additional names/addresses attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other: Execution Date: 08/06/2003			
4. Application number(s) or patent number(s): If this document is being filed with a new application, the execution date of the application is: A. Patent Application No(s): 10/426,936 B. Patent No(s): Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
5. Name/address of party to whom correspondence concerning document should be mailed: J. RICHARD SODERBERG Fish & Richardson P.C., P.A. 60 South Sixth Street Suite 3300 Minneapolis, MN 55402		6. Total number of applications/patents involved: 1 7. Total fee (37 CFR §3.41): \$40 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to charge Deposit Account. 8. Deposit Account No.: 06-1050 Please apply any additional charges, or any credits, to our Deposit Account No. 06-1050.	
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9. Statement and Signature: <i>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.</i>			
J. Richard Soderberg Reg. No. 43,352 Name of Person Signing		 Signature	8/7/03 Date
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CERTIFICATE OF TRANSMISSION BY FACSIMILE

I hereby certify that this correspondence is being transmitted by facsimile to the Patent and Trademark Office on the date indicated below.

August 7, 2003 Heidi Bathrick Heidi Bathrick
 Date of Transmission Signature Typed Name of Person Signing Certificate

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ASSIGNMENT

For valuable consideration, we, Guido Lammers, Martin Steiert and Horst Gerlach, hereby assign to SAP Aktiengesellschaft, a German Corporation, having a place of business at Neurottelstrasse 16, D-69190 Walldorf, Germany, and its successors and assigns (collectively, "the Assignee") our entire right, title and interest throughout the world in the inventions and improvements that are the subject of a patent document entitled

Campaign Management In Multiple Communication Channels

and which is found in

- (a) U.S. patent application executed on _____, entitled as above, listing the above named inventors.
- (b) U.S. patent application filed on 4/30/2003
 under Application No. 10/426,936
 with Express Mail No. _____ (Application Number not yet known).
- (c) U.S. Patent No.: _____, issued _____.

We authorize and request the attorneys of record or the attorney filing the application to insert into this assignment the filing date and serial number of the application when known.

This assignment includes the foregoing patent application or patent, all legal equivalents in any country, and all patents issuing from such legal equivalents; all patents, utility models, and design registrations granted by any jurisdiction for any of said inventions and improvements; and the right to claim priority based on the filing date of the foregoing patent application or patent under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. We authorize the Assignee to apply in all countries in our names or in its own name for patents, utility models, and design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

We hereby state and agree that no assignment, sale, agreement, or encumbrance has been or will be made or entered into that would conflict with this assignment.

We further agree for ourselves and our respective heirs, legal representatives, and assigns to provide to the Assignee promptly upon its request and at its expense all pertinent facts and documents relating to any of said inventions and improvements or said patents and legal equivalents as may be known and accessible to us and to testify as to the same in any interference, litigation, or proceeding relating thereto; and we agree promptly to perform such lawful acts and to sign such further applications, assignments, statements, and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Inventor's Signature

Guido Lammers
Guido Lammers
M. Steiert

6.8.2003
Date

Witnessed by:

Signature
Martin Steiert
Print Name

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Inventor's Signature M. Steiert
Martin Steiert

6.8.2003
Date

Witnessed by: [Signature]
Signature
Horst Gerlach
Print Name

Inventor's Signature [Signature]
Horst Gerlach

6. August 2003
Date

Witnessed by: M. Steiert
Signature
Martin Steiert
Print Name