

FORM PTO-1595

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**Paul M. Dantzig, Daniel M. Dias,
Arun Kwangil Iyengar and Philip Shi-Lung Yu**

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Date(s): **February 27, 2004**

2. Name and address of receiving party(ies)
Name: **International Business Machines Corporation**

Internal Address:
Street Address: **New Orchard Road**
City: **Armonk** State: **NY** ZIP: **10504**
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) **10/789,087** B. Patent No.(s)
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **William E. Lewis**
Internal Address: **Ryan, Mason & Lewis, LLP**
Street Address: **90 Forest Avenue**
City: **Locust Valley** State: **NY** ZIP: **11560**

6. Total number of applications and patents involved: 1
7. Total Fee (37 CFR 3.41)..... \$ 40.00
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 Authorized to be charged to deposit account
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William E. Lewis
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March 10, 2004
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YOR920030580US1

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PATENT
REEL: 014414 FRAME: 0982

CH \$40.00 500510 10789087

Attorney Docket No. YOR920030580US1**ASSIGNMENT**

Whereas, we

Inventor
and City(1) **Paul M. Dantzig**
County of Westchesterof Scarsdale
and State of New York(2) **Daniel M. Dias**
County of Westchesterof Mohegan Lake
and State of New York(3) **Arun Kwangil Iyengar**
County of Westchesterof Yorktown Heights
and State of New Yorkand (4) **Philip Shi-Lung Yu**
County of Westchesterof Chappaqua
and State of New York

have invented certain improvements in

TITLE

**METHOD AND APPARATUS FOR HIERARCHICAL
SELECTIVE PERSONALIZATION**

and executed a United States patent application therefor on

DATE THAT
INVENTORS
SIGNED THE
DECLARATION(1) 2/27 2004 (2) _____ 2004 (3) 2/27 2004 and (4) 2/27 2004.

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at New Orchard Road, Armonk, New York 10504, (hereinafter called IBM) desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the inventions set forth in said application to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

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PATENT
REEL: 014414 FRAME: 0983

Attorney Docket No. YOR920030580US1

CITY
DATE Signed
(1) at Hawthorne, NY
on 2/27/ 2004,

Paul M. Dantzig SIGNATURE
(Paul M. Dantzig) INVENTOR
FIRST NAME MIDDLE INITIAL LAST NAME

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on 2/27 2004,

Daniel M. Dias SIGNATURE
(Daniel M. Dias) INVENTOR
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Arun Kwangil Iyengar SIGNATURE
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