



03-12-2004



102692277

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office
OUR FILE: 2966-031367

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):

Aaron Joseph McBride
Rob Rappaport
Jeremy Romero
Christopher Brennan
Robert W. Williams

3.8-04

2. Name and address of receiving party(ies)

Name: Conversive, Inc.

Internal Address: _____

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

3. Nature of conveyance:



Assignment



Merger



Security Agreement



Change of Name



Other _____

Street Address: 3806 Cross Creek Road

Unit F _____

City: Malibu State: CA Zip: 90265Execution Date: 2/24/04; 2/24/04; 2/24/04; 2/27/04;
2/24/04Additional 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)

10/705,679 filed November 10, 2003

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Richard L. ByrneInternal Address: Webb Ziesenheim LogsdonOrkin & Hanson, P.C.Street Address: 700 Koppers Building436 Seventh AvenueCity: Pittsburgh State: PA Zip: 152196. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41)..... \$ 40.00

Enclosed



Authorized to be charged to deposit account

8. Deposit account number:

23-0650

(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.

Richard L. Byrne, Reg. No. 28,498

Name of Person Signing

Signature

March 5, 2004

Date

5

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

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

Mail Stop Assignment Recordation Services
Director of the U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

03/11/2004 LMUELLER 00000089 10705679

01 FC:8021

40.00 OP

PATENT
REEL: 015051 FRAME: 0797

ASSIGNMENT

WHEREAS, WE, Aaron Joseph McBride, Rob Rappaport, Jeremy Romero, Christopher Brennan and Robert Williams, residing in the City of Calabasas; County of Los Angeles, State of California; City of Malibu, County of Los Angeles, State of California; City of Calabasas, County of Los Angeles, State of California; City of Northridge, County of Los Angeles, State of California; and City of Pacific Palisades, County of Los Angeles, State of California, respectively, have invented certain new and useful improvements entitled "Method and System for Responding to Requests Relating to Complex Data Maintained in a Structured Form" for which a patent application was filed in the United States Patent and Trademark Office on November 10, 2003 and bears Serial No. 10/705,679;

AND, WHEREAS, Conversive, Inc., a corporation of the State of Delaware, having a place of business at 3806 Cross Creek Road, Unit F, Malibu, California 90265, hereinafter called the "assignee", is desirous of acquiring the entire right, title, and interest in and to said application and the inventions and improvements therein disclosed.

NOW, THEREFORE, for good and valuable consideration paid to us by said assignee, the receipt of which is hereby acknowledged, we do hereby assign, sell, transfer, and set over unto said assignee the entire right, title and interest in and to said application and the inventions and improvements therein disclosed for the United States and all foreign countries and any Letters Patent which may issue therefor in the United States and all foreign countries and all divisions, reissues, continuations, continuations-in-part, renewals, and/or extensions thereof, said assignee to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, reissues, continuations, continuations-in-part, renewals, and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by us had this assignment not been made.

The Commissioner for Patents is requested to issue such Letters Patent in accordance herewith. We covenant that we are the lawful owners of the said application, inventions, and improvements, that the same are unencumbered, that no license has been granted to make, use, or vend the said inventions or improvements or any of them, and that we have the full right to make this assignment.

And for the consideration aforesaid, we agree jointly and individually that we will communicate to said assignee or the representatives thereof any facts known to us respecting said inventions and improvements, and will, upon request, but without expense to us, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, continuation-in-part, renewal, and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said assignee or by counsel for said assignee, to assist or enable said assignee to obtain and enforce full benefits from the rights and interests herein assigned. This assignment shall be binding upon our heirs,

executors, administrators, and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of said assignee.

Dated Feb. 24, 2004

By Aaron Joseph McBride
Aaron Joseph McBride

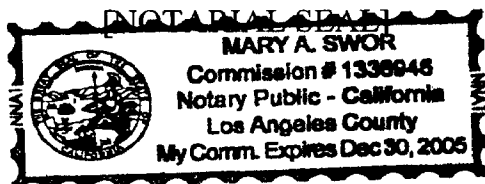
STATE OF CALIFORNIA :

: SS:

COUNTY OF LOS ANGELES :

Before me, a Notary Public in and for the said County and State personally appeared Aaron Joseph McBride, who acknowledged that he is the person who executed the foregoing assignment and acknowledged it to be his free and voluntary act and deed.

Witness my hand and notarial seal this 24th day of FEBRUARY, 2004.



Mary A. Swor, Notary Public
Notary Public

Dated 2/24/04

By Rob Rappaport
Rob Rappaport

STATE OF CALIFORNIA :

: SS:

COUNTY OF LOS ANGELES :

Before me, a Notary Public in and for the said County and State personally appeared Rob Rappaport, who acknowledged that he is the person who executed the foregoing assignment and acknowledged it to be his free and voluntary act and deed.

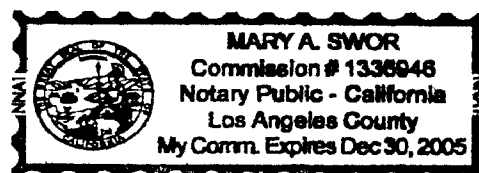
Witness my hand and notarial seal this 24th day of FEBRUARY, 2004.

[NOTARIAL SEAL]

Mary A. Swor, Notary Public
Notary Public

{W0104114.1}

Page 2 of 4



Dated 2/24/2004

By

Jeremy Romero

STATE OF CALIFORNIA :

: SS:

COUNTY OF LOS ANGELES :

Before me, a Notary Public in and for the said County and State personally appeared Jeremy Romero, who acknowledged that he is the person who executed the foregoing assignment and acknowledged it to be his free and voluntary act and deed.

Witness my hand and notarial seal this 24th day of FEBRUARY, 2004.

[NOTARIAL SEAL]



Mary A. Swor, Notary Public
Notary Public

Dated 2/27/2004

By

Christopher Brennan

STATE OF CALIFORNIA :

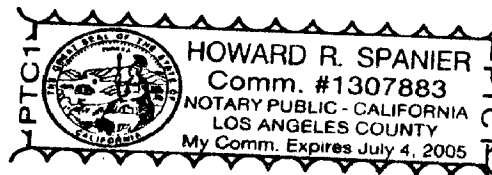
: SS:

COUNTY OF LOS ANGELES :

Before me, a Notary Public in and for the said County and State personally appeared Christopher Brennan, who acknowledged that he is the person who executed the foregoing assignment and acknowledged it to be his free and voluntary act and deed.

Witness my hand and notarial seal this 27th day of FEBRUARY, 2004.

[NOTARIAL SEAL]



Howard R. Spanier
Notary Public

Dated

Feb-24, 2004

By

Robert Williams

STATE OF CALIFORNIA :

: ss:

COUNTY OF LOS ANGELES :

Before me, a Notary Public in and for the said County and State personally appeared Robert Williams, who acknowledged that he is the person who executed the foregoing assignment and acknowledged it to be his free and voluntary act and deed.

Witness my hand and notarial seal this 24th day of FEBRUARY, 2004.

[NOTARIAL SEAL]

Mary A. Swor, Notary Public
Notary Public

