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10/478376

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner c .ied original documents or copy thereto:

1. Name of conveying party(ies):	2. Name and address of receiving party(ies):
1. Koji WATARAI **2. Tetsuya KAWAI**	**Name:** **DENTSU TEC INC.** **Street Address:** **11-1, Tsukiji 1-chome, Chuo-ku** **City:** **Tokyo** **State:** **Zip:** **104-8411**
3. Nature of conveyance: ☒ Assignment ☐ Merger ☐ Security Agreement ☐ Change of Name ☐ Other	**Country:** **JAPAN**
Execution Date: October 10, 2003	Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s): 10/478376

If the document is being filed together with a new application, the execution date of the application is: *n/a*

A. Patent Application No(s). **filed**	B. Patent No(s).
	Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: **LOWE HAUPTMAN GILMAN & BERNER** Internal Address: Street Address: **1700 Diagonal Road, Suite 300** City: **Alexandria** State: **VA** Zip: **22314**	6. Total number of applications and patents involved: **one**
	7. Total fee (37 CFR 3.41) $ _ _ _ _ _ _ _ _ 40.00 ☐ Enclosed ☐ Authorized to be charged to deposit account ☒ Credit Card payment form enclosed
	8. Deposit account number: 07-1337

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9. Signature.

Kenneth M. Berner, 37,093	*Kenneth M. Berner*	November 21, 2003
Name of Person, Registration No.	Signature	Date

Total number of pages including cover sheet, attachment, and document: **2**

CMB No. 0851-0011 (exp. 4/94)

PATENT
REEL: 015131 FRAME: 0588

Docket No.:

<u>ASSIGNMENT</u>

In consideration of the premises and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, the undersigned,

(1) Koji WATARAI
(2) Tetsuya KAWAI

who have made a certain new and invention, hereby sell, assign and transfer unto

DENTSU TEC INC.
of 11-10, Tsukiji 1-chome, Chuo-ku, Tokyo 104-8411 JAPAN,

its successors and assigns (hereinafter designated "ASSIGNEE") the entire right, title and interest for the United States of America as defined in 35 U.S.C. 100 in the invention entitled

Method of Predicting Sales Based on Triple-Axis Mapping of Customer Value

for which an application for United States Letters Patent was executed on , and the undersigned hereby authorize and request the United States Commissioner of Patents and Trademarks to issue any and all United States Letters Patent which may be granted therefor and any and all extensions, divisions, reissues, substitutes, renewals, continuations, or continuations-in-part thereof, and the right to all benefits under the International Convention for the Protection of Industrial Property to the said ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives; the undersigned agree that the attorneys of record in said application shall hereafter act on behalf of said ASSIGNEE;

AND the undersigned hereby agree to transfer a like interest, and to render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, upon request of the said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, in and to any improvements, and applications for patent based thereon, growing out of or related to the said invention; and to execute any papers by the said ASSIGNEE, its successors, assigns and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

SIGNED on the dates indicated aside our signatures:

INVENTORS   DATE SIGNED

1) _____Koji Watarai_____   October __10__, 2003
Name: **Koji WATARAI**

2) _____Tetsuya Kawai_____   October __10__, 2003
Name: **Tetsuya KAWAI**

RECORDED: 11/21/2003

PATENT
REEL: 015131 FRAME: 0589