

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT								
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Paul Springfield</td> <td>12/22/2004</td> </tr> <tr> <td>Edwin Blake</td> <td>12/22/2004</td> </tr> <tr> <td>David Stern</td> <td>12/22/2004</td> </tr> </tbody> </table>		Name	Execution Date	Paul Springfield	12/22/2004	Edwin Blake	12/22/2004	David Stern	12/22/2004
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Paul Springfield	12/22/2004								
Edwin Blake	12/22/2004								
David Stern	12/22/2004								
<b>RECEIVING PARTY DATA</b>									
<b>Name:</b>	dunnhumby limited								
<b>Street Address:</b>	71-75 Uxbridge Road								
<b>Internal Address:</b>	Aurora House								
<b>City:</b>	London								
<b>State/Country:</b>	UNITED KINGDOM								
<b>Postal Code:</b>	W5 5SL								
<b>PROPERTY NUMBERS Total: 1</b>									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>10955946</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	10955946				
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Application Number:	10955946								
<b>CORRESPONDENCE DATA</b>									
<b>Fax Number:</b>	(513)381-0205								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
<b>Phone:</b>	513-357-9406								
<b>Email:</b>	shelton@taftlaw.com								
<b>Correspondent Name:</b>	Sharon Shelton								
<b>Address Line 1:</b>	425 Walnut Street								
<b>Address Line 2:</b>	Suite 1800								
<b>Address Line 4:</b>	Cincinnati, OHIO 45202-3957								
<b>NAME OF SUBMITTER:</b>	Sharon Shelton								

**CH \$40.00 10955946**

Total Attachments: 3  
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ASSIGNMENT

*ES*  
*MS*

EDWIN WHEREAS, Paul Springfield, of the City of London and Country of United Kingdom, ~~Edward~~ Blake, of the City of London and Country of United Kingdom, and David Stern, of the City of London and Country of United Kingdom, invented certain new and useful METHOD FOR PERFORMING A RETAIL SALES ANALYSIS for which we filed a U.S. Utility Patent Application, Ser. No. 10/955,946 on September 30, 2004 (the "Application");

WHEREAS, dunhumby limited, a limited company or registered in England with a place of business at Aurora House, 71-75 Uxbridge Road, London, United Kingdom W5 5SL, hereinafter called the Assignee, is desirous of acquiring the entire right, title and interest in and to said Application and the inventions therein disclosed, and any non-provisional U.S. and/or foreign patent applications claiming the benefit thereof, and any letters patent that may issue thereon;

NOW, THEREFORE, in consideration of valuable consideration, receipt of which is hereby acknowledged, we hereby sell, assign and transfer unto said Assignee, its successors and assigns, the entire right, title and interest in and to said Application, and the inventions therein disclosed, and any improvements thereon, and any patent or patents that may be issued or reissued on such domestic or foreign non-provisional patent applications, and any divisions or continuations of such domestic or foreign non-provisional patent applications, and we hereby authorize and request the Commissioner of Patents and Trademarks to issue any letters patent resulting from such domestic non-provisional patent applications and any continuations, divisions, and/or reissues thereof, to said Assignee, its successors and assigns; and we hereby authorize said Assignee, its successors and assigns, to file in its own name applications for patent in foreign countries in connections with the inventions hereby transferred, under the International Convention claiming priority of said Application or otherwise, and to secure in its own name patent or patents issued thereon; and we hereby agree that, upon request, we will sign all papers, and make all rightful oaths, and do all acts which said Assignee, its successors or assigns, may consider necessary in connection with said Application, and in connection with any other United States or foreign non-provisional applications that may be filed in connection with said inventions, and with any improvements thereon, and in connection with any patents issued or reissued thereon.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22nd day of December, 2004.

*Paul Springfield*  
Paul Springfield

State of ENGLAND )  
County of MIDDLESEX )

On this 22 day of DECEMBER, 2004, before me, a Notary Public in and for the above County and State, personally appeared the above named Paul Springfield, personally known to me, and acknowledged the execution of the foregoing assignment as a free act and deed for the purpose herein set forth.

15/17 Broadway,  
West Ealing,  
London W13 9DA

RICK  
Notary Public **RICHARD PHILIP GUTHEY CRAIK**  
**NOTARY PUBLIC**

MY COMMISSION ENDURES FOR  
SO LONG AS I SHALL PRACTISE

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of DECEMBER, 2004.

State of ENGLAND )  
County of MIDDLESEX )

EBL  
Edward Blake  
Edwin EB

On this 22 day of DECEMBER, 2004, before me, a Notary Public in and for the above County and State, personally appeared the above named, Edward Blake, personally known to me, and acknowledged the execution of the foregoing assignment as a free act and deed for the purpose herein set forth.

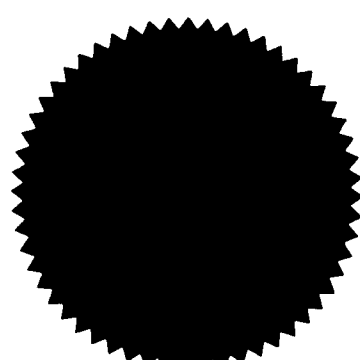
RICK  
Notary Public

15/17 Broadway,  
West Ealing,  
London W13 9DA

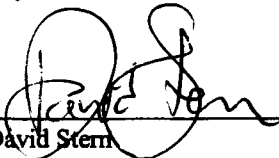
**RICHARD PHILIP GUTHEY CRAIK**  
**NOTARY PUBLIC**

MY COMMISSION ENDURES FOR  
SO LONG AS I SHALL PRACTISE

(W0332495.1)

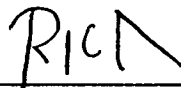


IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of DECEMBER, 2004.

  
\_\_\_\_\_  
David Stern

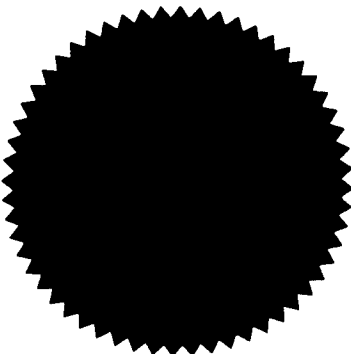
State of ENGLAND )  
County of MIDDLESEX )

On this 22 day of DECEMBER, 2004, before me, a Notary Public in and for the above County and State, personally appeared the above named, David Stern, personally known to me, and acknowledged the execution of the foregoing assignment as a free act and deed for the purpose herein set forth.

  
\_\_\_\_\_  
Notary Public

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**ALFRED PHILIP GOURTNEY CHAIK**  
**NOTARY PUBLIC**



MY COMMISSION ENDURES FOR  
SO LONG AS I SHALL PRACTISE

15/17 Broadway,  
West Ealing,  
London W13

{W0332495.1}