

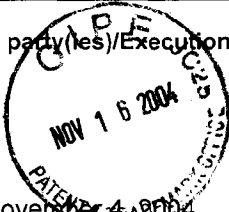
11-19-2004



102884838

To the Director of the U.S. Patents and Trademark Office, please record the attached documents or the new address(es) below.

Handwritten: 10.9.1.11



1. Name of conveying party(ies)/Execution Date(s):

Alan B. NEWMAN  
Noor A. MENAI

Execution Date(s) November 4, 2004

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

2. Name and address of receiving party(ies)

Name: Citicorp Credit Services, Inc.

Internal Address: \_\_\_\_\_

Street Address: 1 Court Square

City: Long Island City

State: New York

Country: United States Zip: 11120

Additional Name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other \_\_\_\_\_

4. Application number(s) or patent number(s):

A. Patent Application No.(s)  
10/864,529

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: George T. Marcou

Internal Address: \_\_\_\_\_

Street Address: Kilpatrick Stockton LLP

607 14<sup>th</sup> Street, N.W., Suite 900

City: Washington

State: DC Zip: 20005

Phone Number : (202) 508-5800

Fax Number: (202) 508-5858

Email Address: gmarcou@kilpatrickstockton.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

9. Signature :

Signature

George T. Marcou (Reg. # 33,014)

Name of Person Signing

Handwritten date: 11/15/04

Date

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

3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment/Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

11/18/2004 GTOM11 0000092 10864529

01 FC:8021

40.00 DP

PATENT  
REEL: 015990 FRAME: 0004

## ASSIGNMENT

WHEREAS, Alan B. NEWMAN and Noor A. MENAI (hereinafter referred to as "ASSIGNORS") have invented certain new and useful improvements in an invention entitled SYSTEM AND METHOD FOR ANALYZING MARKETING EFFORTS,

- for which a utility patent application for a United States Patent was filed with the United States Patent and Trademark Office on June 10, 2004, Serial Number 10/864,529;
- for which an application for a United States Patent is being submitted to the United States Patent and Trademark Office herewith; and

WHEREAS, CITICORP CREDIT SERVICES INC., doing business at 1 Court Square, Long Island City, NY, 11120 (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to said invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell and transfer to said ASSIGNEE, and to ASSIGNEE'S successors and assigns, ASSIGNORS' entire right, title and interest in and to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any patent application claiming priority to the application, or any continuation, division, continuation-in-part, reexamination, renewal, substitute, extension or reissue thereof or any legal equivalent thereof in a foreign country for the full term of terms for which the same may be granted; and authorize and request the Commissioner of Patents of the United States and any official of any foreign country whose duty it is to issue patents or legal equivalents thereto, to issue same for this invention to ASSIGNEE, its lawful successors and assigns.

ASSIGNORS further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to

ASSIGNORS and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof. This document shall be governed pursuant to the laws of the District of Columbia, United States of America.


IN WITNESS WHEREOF, I/We have hereunto set hand and signed on the date indicated below:

SIGNATURE(S)

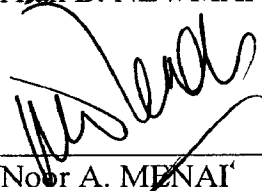
The signature(s) must correspond with the name(s) of the inventor(s) above.

INVENTOR(S)

DATE SIGNED

1)   
 ALAN B. NEWMAN  
 AL NEWMAN  
 Executive Vice President  
 Franchise Leveraging  
 LIC/26  
 (718) 248-6858  
 GEID: 0000215846

11/04/04

2)   
 Noor A. MENAI

11/04/04

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WSHLIB01:195893