Form PTO-1595 (Rev. 09/04) OMB No. 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE States Patent and Trademark Office

Result	11-22-2004
PA III	## ### ### ### ### ### ### ### ###
To the Director of the United States Patent and Tradema	or the new address(es) below. 102886795 2. Name and address
1. Name of conveying party(ies)/Execution Date(s): Fanelli, Marc Christian; Gormley, Patricia Kay;	
Kulle, Kymberly Ann; Nocerino, Thomas G.;	Name: Experian Marketing Solutions, Inc.
Sanyal, Kaushik	Internal Address:
Execution Date(s): Nov. 10 and Sept. 1, 4, 7, 2004	
Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No 3. Nature of conveyance:	Street Address: 955 American Lane
 ✓ Assignment ✓ Merger 	
☐ Security Agreement ☐ Change of Name	City: Schaumburg
· ·	State: Illinois
☐ Government Interest Assignment	Country: USA Zip: 60173
 Executive Order 9424, Confirmatory License 	2.p. <u>00173</u>
☐ Other	Additional name(s) & address(es) attached? 🔲 Yes 🛛 No
4. Application or patent number(s):	document is being filed together with a new application.
A. Patent Application No.(s)	B. Patent No.(s)
10/881,436	
Additional numbers att	
5. Name and address to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved:
Name: Nancy R. Gamburd	7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
Internal Address: Dykema Gossett Rooks Pitts PLLC	Authorized to be charged by credit card
	 ☑ Authorized to be charged to deposit account ☐ Enclosed
Street Address: 10 South Wacker Drive	EnclosedNone required (government interest not affecting title)
Suite 2300	8. Payment Information
City: Chicago	•
State: Illinois Zip: 60606	a. Credit Card Last 4 Numbers
Phone Number: 312-627-2193	Expiration Date
Fax Number: 312-876-1155	b. Deposit Account Number04-2223
Email Address: ngamburd@dykema.com	Authorized User Name Nancy R. Gamburd
9. Signature:	November 15, 2004
Signature	Date
Nancy R. Gamburd	Total number of pages including

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, VA 22313-1450

cover

11/19/2004 ECOOPER 00000070 042223 10881436 01 FC:8021

Name of Person Signing

For value received, we, Marc Christian Fanelli of the City of West Milford in the State of New Jersey, Patricia Kay Gormley of the City of Lincoln in the State of Nebraska, Kymberly Ann Kulle of the City of Cincinnati in the State of Ohio, Thomas G. Nocerino of the City of Bethlehem in the State of Pennsylvania, and Kaushik Sanyal of the City of Jersey City in the State of New Jersey, hereby sell, assign and transfer to Experian Marketing Solutions, Inc., a corporation of the State of Delaware, having an office at 955 American Lane, Schaumburg, Illinois 60173, U.S.A., and its successors, assigns and legal representatives, the entire right, title and interest, for the United States of America, in and to certain inventions related to SYSTEM, METHOD, SOFTWARE AND DATA STRUCTURE FOR INDEPENDENT **PREDICTION OF ATTITUDINAL** AND **MESSAGE** RESPONSIVENESS, AND PREFERENCES FOR COMMUNICATION MEDIA. CHANNEL, TIMING, FREQUENCY, AND SEQUENCES OF COMMUNICATIONS, USING AN INTEGRATED DATA REPOSITORY described in an application for Letters Patent of the United States, executed by us of even date herewith, the specification of which was filed on June 30, 2004 as U.S. Patent Application Serial No. 10/881,436, and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and we also concurrently hereby sell, assign and transfer to Experian Marketing Solutions, Inc. the entire right, title and interest in and to said inventions for all countries foreign to the United States, including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

We authorize Experian Marketing Solutions, Inc. to make application for such protection in its own name and maintain such protection in any and all countries foreign to the United States, and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from us, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of Experian Marketing Solutions, Inc. to apply for patent or other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

We request that any and all patents for said inventions be issued to Experian Marketing Solutions, Inc. in the United States and in all countries foreign to the United States, or to such nominees as Experian Marketing Solutions, Inc. may designate.

Page 1 of 6

We agree the Solutions, Inc. but at its educations or convenient in protection.	expense, sign all		all acts which	may be	necessary,
Date:		Marc Ch	ıristian Fanell	i	
United States of America)				
State of New Jersey) ss.:				
County of	_)				
On this Marc Christian Fanelli, to foregoing instrument, and a	to me known to		described in a		
		Notary P	ublic		

Date:		Patricia Kay Gormley
<i></i>		
United States of America)	
State of Nebraska) ss.:	
County of	_)	
On this	day of	, 2004, before me personally came
Patricia Kay Gormley, to foregoing instrument, and a	o me known to	be the individual described in and who executed the
foregoing histiament, and a	ckilowicugod cxt	cution of the same.
		Notary Public

Date: 9-7-2004 Kymberly Ann Kulle
United States of America)
State of Ohio) ss.:
County of Hamilton
On this 1 day of Scotember 2, 2004, before me personally came Kymberly Ann Kulle, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.
Notary Public Cleamont Chy.
KAREN B WARD

Notary Public, State of Ohio My Commission Expires May 22, 2007

Date:	-	Thomas G. Nocerino
United States of America)	
State of Pennsylvania) ss.:	
County of		
	me known to be	, 2004, before me personally came the individual described in and who executed the ution of the same.
		Notary Public

_		Kaushik Sanyal
Date:		
United States of America)	
State of New Jersey) ss.:	
County of)	
On this	day of	, 2004, before me personally came
Kaushik Sanyal, to me kr instrument, and acknowledge	nown to be the in	ndividual described in and who executed the foregoing
		Notary Public

Experian Marketing Solutions, Inc. 955 American Lane Schaumburg, Illinois 60173 U.S.A.

For value received, we, Marc Christian Fanelli of the City of West Milford in the State of New Jersey, Patricia Kay Gormley of the City of Lincoln in the State of Nebraska, Kymberly Ann Kulle of the City of Cincinnati in the State of Ohio, Thomas G. Nocerino of the City of Bethlehem in the State of Pennsylvania, and Kaushik Sanyal of the City of Jersey City in the State of New Jersey, hereby sell, assign and transfer to Experian Marketing Solutions, Inc., a corporation of the State of Delaware, having an office at 955 American Lane, Schaumburg, Illinois 60173, U.S.A., and its successors, assigns and legal representatives, the entire right, title and interest, for the United States of America, in and to certain inventions related to SYSTEM, METHOD, SOFTWARE AND DATA STRUCTURE FOR **MESSAGE** INDEPENDENT **PREDICTION OF ATTITUDINAL** AND PREFERENCES FOR COMMUNICATION RESPONSIVENESS, AND MEDIA. CHANNEL, TIMING, FREQUENCY, AND SEQUENCES OF COMMUNICATIONS, USING AN INTEGRATED DATA REPOSITORY described in an application for Letters Patent of the United States, executed by us of even date herewith, the specification of which was filed on June 30, 2004 as U.S. Patent Application Serial No. 10/881,436, and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and we also concurrently hereby sell, assign and transfer to Experian Marketing Solutions, Inc. the entire right, title and interest in and to said inventions for all countries foreign to the United States, including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

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Page 1 of 6

		ted, we shall, without charge to Experian Marketing l papers, and do all acts which may be necessary,
		said applications, patents, or other forms of protection.
Date:		Marc Christian Fanelli
Date.		
United States of Ame	erica)	
State of New Jersey) ss.:	
County of)	
On ti	his day of	, 2004, before me personally came
Marc Christian Fa	anelli, to me known to	be the individual described in and who executed the
foregoing instrument	t, and acknowledged exe	ecution of the same.
		Notary Public

		Tatricia Tay
Date:	9-1-04	Patricia Kay Gorme

United States of America

State of Nebraska

) ss.:

County of Lancosta

On this _______, day of _________, 2004, before me personally came Patricia Kay Gormley, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

GENERAL NOTARY - State of Nebraska KRISTY S. REJDA My Comm. Exp. Aug. 20, 2005

Date:		Kymberly Ann Kulle			
United States of America)				
State of Ohio) ss.:					
County of					
	me known to be	the individual	, 2004, before me personal described in and who exele.		
			Notary Public		

		Thomas G. Nocerino
Date:		
United States of America)	
Ctata of Danamalanania	\ ·	
State of Pennsylvania) ss.:	
County of		
On this	day of	, 2004, before me personally came
		be the individual described in and who executed the
foregoing instrument, and a		
		Notary Public

	_	Kaushik Sanyal
Date:		
United States of America)	
CALA. CNI I		
State of New Jersey) ss.:	
County of)	
On this	day of	, 2004, before me personally came
Kaushik Sanyal, to me ki	nown to be the indi	ividual described in and who executed the foregoing
instrument, and acknowled	ged execution of the	e same.
	_	
		Notary Public

Experian Marketing Solutions, Inc. 955 American Lane Schaumburg, Illinois 60173 U.S.A.

Page 6 of 6

For value received, we, Marc Christian Fanelli of the City of West Milford in the State of New Jersey, Patricia Kay Gormley of the City of Lincoln in the State of Nebraska, Kymberly Ann Kulle of the City of Cincinnati in the State of Ohio, Thomas G. Nocerino of the City of Bethlehem in the State of Pennsylvania, and Kaushik Sanyal of the City of Jersey City in the State of New Jersey, hereby sell, assign and transfer to Experian Marketing Solutions, Inc., a corporation of the State of Delaware, having an office at 955 American Lane, Schaumburg, Illinois 60173, U.S.A., and its successors, assigns and legal representatives, the entire right, title and interest, for the United States of America, in and to certain inventions related to SYSTEM, METHOD, SOFTWARE AND DATA STRUCTURE FOR **PREDICTION** ATTITUDINAL AND **MESSAGE** INDEPENDENT **OF** RESPONSIVENESS. AND PREFERENCES FOR COMMUNICATION MEDIA, CHANNEL, TIMING, FREQUENCY, AND SEQUENCES OF COMMUNICATIONS, USING AN INTEGRATED DATA REPOSITORY described in an application for Letters Patent of the United States, executed by us of even date herewith, the specification of which was filed on June 30, 2004 as U.S. Patent Application Serial No. 10/881,436, and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and we also concurrently hereby sell, assign and transfer to Experian Marketing Solutions, Inc. the entire right, title and interest in and to said inventions for all countries foreign to the United States, including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

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Page 1 of 6

We agree the Solutions, Inc. but at its explored agree the Solutions, Inc. but at its explored agree the Solutions are solved agree the Solutions are solved agree to be solved agree to be solved agree to be solved agree the Solutions are solved agree the Solutions, Inc. but at its exploration are solved agree the Solutions, Inc. but at its exploration are solved agree the Solutions, Inc. but at its exploration are solved agree the Solutions, Inc. but at its exploration are solved agree the Solutions, Inc. but at its exploration are solved agree the Solutions are solved agreement and the Solution are solved agreement agre	nat, when reques expense, sign all in connection w	l papers,	and do all a	cts which	may be	necessary,
Date:		N	Iarc Christia	n Fanelli		
United States of America)					
State of New Jersey) ss.:					
County of	_)					
On this		be the in	dividual desci	4, before in ar	me perso nd who ex	nally came kecuted the
			Jotary Public	· · · · · · · · · · · · · · · · · · ·		

Date:		Patricia Kay Gormley
United States of America)	
State of Nebraska) ss.:	
County of)	
On this Patricia Kay Gormley, to foregoing instrument, and a	o me known to be	, 2004, before me personally came the individual described in and who executed the ution of the same.
	-	Notary Public

	Kymberly Ann Kulle
Date:	40.04
United States of America)
State of Ohio) ss.:	
State of Oillo) ss	
County of	
On this	day of, 2004, before me personally came
	me known to be the individual described in and who executed the
foregoing instrument, and ac	knowledged execution of the same.
	Notary Public

Thomas S. Nocerino

Date: 9/4/04

United States of America

State of Pennsylvania

) ss.:

County of Northanton

On this 4th day of 5 to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

COMMONWEALTH OF PENNSYLVANIA

DONNA M. BONILLA, NOTARY PUBLIC
SETHLEHEM TWP., NORTHAMPTON COUNTY
MY COMMISSION EXPIRES NOV 12 2008

Date:	Kaushik Sanyal		
United States of America)		
State of New Jersey) ss.:		
County of)		
On this Kaushik Sanyal, to me kn instrument, and acknowledge	nown to be the in	, 2004, before me personally came ndividual described in and who executed the foregoing the same.	
		Notary Public	

Experian Marketing Solutions, Inc. 955 American Lane Schaumburg, Illinois 60173 U.S.A.

COMMONWEALTH OF PENNSYLVANIA)	
COUNTY OF NORTHAMPTON)SS:)	
On this, the 4th day of Suptember, 2008, before	me a notary public, the	
undersigned officer, personally appeared <u>Doomas</u>	G. NOCETINO	
known to m	e (or satisfactorily	
proven) to be the person(s) whose name is subscrib	ed to the within	
instrument, and acknowledged that he she/they exe	cuted the same for the	
purposes therein contained.		
In witness whereof. I hereunto set my hand and official	seal	

* Assignment and Agreement

COMMONWEALTH OF PENNSYLVANIA

NOTARIAL SEAL

DONNA M. BONILLA, NOTARY PUBLIC

METHLEHEM TWP, NORTHAMPTON COUNTY

For value received, we, Marc Christian Fanelli of the City of Kinnelon in the State of New Jersey, Patricia Kay Gormley of the City of Lincoln in the State of Nebraska, Kymberly Ann Kulle of the City of Cincinnati in the State of Ohio, Thomas G. Nocerino of the City of Bethlehem in the State of Pennsylvania, and Kaushik Sanyal of the City of Jersey City in the State of New Jersey, hereby sell, assign and transfer to Experian Marketing Solutions, Inc., a corporation of the State of Delaware, having an office at 955 American Lane, Schaumburg, Illinois 60173, U.S.A., and its successors, assigns and legal representatives, the entire right, title and interest, for the United States of America, in and to certain inventions related to SYSTEM, METHOD, SOFTWARE AND DATA STRUCTURE FOR INDEPENDENT **PREDICTION OF** ATTITUDINAL AND **MESSAGE** RESPONSIVENESS, AND PREFERENCES FOR COMMUNICATION MEDIA, CHANNEL, TIMING, FREQUENCY, AND SEQUENCES OF COMMUNICATIONS, USING AN INTEGRATED DATA REPOSITORY described in an application for Letters Patent of the United States, executed by us of even date herewith, the specification of which was filed on June 30, 2004 as U.S. Patent Application Serial No. 10/881,436, and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and we also concurrently hereby sell, assign and transfer to Experian Marketing Solutions, Inc. the entire right, title and interest in and to said inventions for all countries foreign to the United States, including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

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Page 1 of 6

We agree that, when requested, we shall, without charge to Experian Marketing Solutions, Inc. but at its expense, sign all papers, and do all acts which may be necessary, desirable or convenient in connection with said applications, patents, or other forms of protection.

Date: 111012004

Marc Christian Fanelli

United States of America

State of New Jersey

) ss.:

County of MORRIS

On this 1074 day of November, 2004, before me personally came Marc Christian Fanelli, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Auson Willow Notary Public

SUSAN DILLON
NOTARY PUBLIC - STATE OF ILLINOIS
MY COMMISSION EXPIRES: 12-20-07

Date:		Patricia I	Kay Gormley	
United States of America)			
State of Nebraska) ss.:			
County of)			
	o me known to be	the individual d	2004, before me personally callescribed in and who executed	
	_	No	etary Public	

Date:		Kymberly Ann Kulle
Date.		
United States of America)	
State of Ohio) ss.:		
County of)	
	me known to	be the individual described in and who executed the ecution of the same.
		Notory Dublic
		Notary Public

Date:		Thomas G. Nocerino
United States of America)	
State of Pennsylvania) ss.:	
County of)	
	me known to be	, 2004, before me personally came be the individual described in and who executed the cution of the same.
		Notary Public

				Kaushi K Janyaj
Date: _	11	11	PC	Kaushik Sanyal

United States of America)

State of New Jersey

) ss.:

County of Hudson.

On this <u>loth</u> day of <u>November</u>, 2004, before me personally came **Kaushik Sanyal**, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

OFFICIAL SEAL SUSAN DILLON NOTARY PUBLIC - STATE OF ILLINOIS MY COMMISSION EXPIRES: Q2-20-07

Experian Marketing Solutions, Inc. 955 American Lane Schaumburg, Illinois 60173 U.S.A.

RECORDED: 11/15/2004

Page 6 of 6