

11-16-04
Docket No.:

DAB

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

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

11-22-2004



11/15/04

or the new address(es) below.

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

Fanelli, Marc Christian; Gormley, Patricia Kay;
Kulle, Kymberly Ann; Nocerino, Thomas G.;
Sanyal, Kaushik

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:

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

2. Name and address of receiving party(ies)

Name: Experian Marketing Solutions, Inc.

Internal Address: _____

Street Address: 955 American Lane

City: Schaumburg

State: Illinois

Country: USA Zip: 60173

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

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

10/881,436

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Nancy R. Gamburd

Internal Address: Dykema Gossett Rooks Pitts PLLC

Street Address: 10 South Wacker Drive

Suite 2300

City: Chicago

State: Illinois

Zip: 60606

Phone Number: 312-627-2193

Fax Number: 312-876-1155

Email Address: ngamburd@dykema.com

6. Total number of applications and patents involved:

one

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 04-2223

Authorized User Name Nancy R. Gamburd

9. Signature:

Signature

November 15, 2004

Date

Nancy R. Gamburd
Name of Person Signing

Total number of pages including cover

26

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

11/19/2004 ECOOPER 00000070 042223 10881436

01 FC:8021

(40.00 DA)

ASSIGNMENT AND AGREEMENT

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, **Kymerly 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.

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.

Marc Christian Fanelli

Date: _____

United States of America)

State of New Jersey) ss.:

County of _____)

On this _____ day of _____, 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.

Notary Public

Patricia Kay Gormley

Date: _____

United States of America)

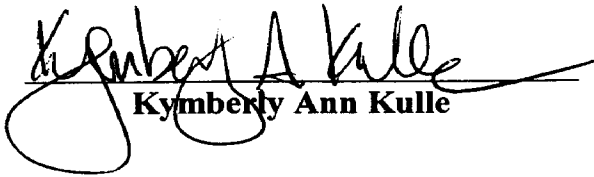
State of Nebraska) ss.:

County of _____)

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

Date: 9-7-2004




Kimberly Ann Kulle

United States of America)

State of Ohio) ss.:

County of HAMILTON)

On this 7 day of September, 2004, before me personally came **Kymerly 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 Clermont Cty.

KAREN R. WARD
Notary Public, State of Ohio
My Commission Expires May 22, 2007

Date: _____

United States of America)

State of Pennsylvania) ss.:

County of _____)

On this _____ day of _____, 2004, before me personally came **Thomas G. Nocerino**, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution 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 known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

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

ASSIGNMENT AND AGREEMENT

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, **Kymerly 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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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.

Marc Christian Fanelli

Date: _____

United States of America)

State of New Jersey) ss.:

County of _____)

On this _____ day of _____, 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.

Notary Public

Patricia Kay Gormley
Patricia Kay Gormley

Date: 9-1-04

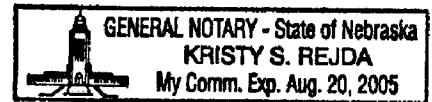
United States of America)

State of Nebraska) ss.:

County of Lancaster)

On this 1 day of September, 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.

Kristy S. Rejda
Notary Public



Date: _____

United States of America)

State of Ohio) ss.:

County of _____)

On this _____ day of _____, 2004, before me personally came **Kymerly 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

Date: _____

United States of America)

State of Pennsylvania) ss.:

County of _____)

On this _____ day of _____, 2004, before me personally came **Thomas G. Nocerino**, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution 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 known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

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

ASSIGNMENT AND AGREEMENT

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.

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Marc Christian Fanelli

Date: _____

United States of America)

State of New Jersey) ss.:

County of _____)

On this _____ day of _____, 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.

Notary Public

Patricia Kay Gormley

Date: _____

United States of America)

State of Nebraska) ss.:

County of _____)

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

Kymerly Ann Kulle

Date: _____

United States of America)

State of Ohio) ss.:

County of _____)

On this _____ day of _____, 2004, before me personally came **Kymerly 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

Thomas G. Nocerino
Thomas G. Nocerino

Date: 9/4/04

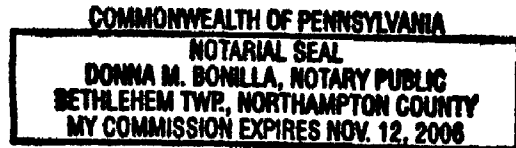
United States of America)

State of Pennsylvania) ss.:

County of Northampton)

On this 4th day of September, 2004, before me personally came **Thomas G. Nocerino**, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Donna M. Bonilla
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 known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

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

COMMONWEALTH OF PENNSYLVANIA)
)SS:
COUNTY OF NORTHAMPTON)

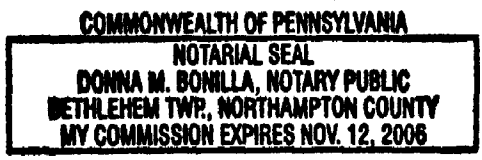
On this, the 4th day of September, 2008^{4/48}, before me a notary public, the undersigned officer, personally appeared Thomas G. Nocerino

[Signature] known to me (or satisfactorily

proven) to be the person(s) whose name is subscribed to the within instrument, and acknowledged that he/she/they executed the same for the purposes therein contained.

In witness whereof, I hereunto set my hand and official seal.

[Signature]
Notary Public



* Assignment and Agreement

ASSIGNMENT AND AGREEMENT

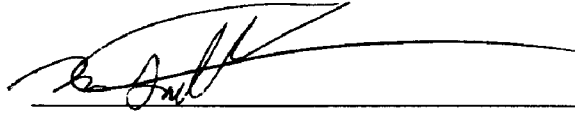
For value received, we, **Marc Christian Fanelli** of the City of Kinnelon in the State of New Jersey, **Patricia Kay Gormley** of the City of Lincoln in the State of Nebraska, **Kymberly Ann Kulle** of the City of Cincinnati in the State of Ohio, **Thomas G. Nocerino** of the City of Bethlehem in the 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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Marc Christian Fanelli

Date: 11/10/2004

United States of America)

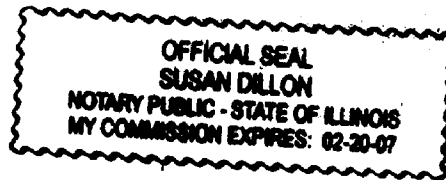
State of New Jersey) ss.:

County of MORRIS)

On this 10TH 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.



Notary Public



Patricia Kay Gormley

Date: _____

United States of America)

State of Nebraska) ss.:

County of _____)

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

Kymerly Ann Kulle

Date: _____

United States of America)

State of Ohio) ss.:

County of _____)

On this _____ day of _____, 2004, before me personally came **Kymerly 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

Date: _____

United States of America)

State of Pennsylvania) ss.:

County of _____)

On this _____ day of _____, 2004, before me personally came **Thomas G. Nocerino**, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

Kaushik Sanyal
Kaushik Sanyal

Date: 11/11/04

United States of America)

State of New Jersey) ss.:

County of Hudson)

On this 10TH day of NOVEMBER, 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.

Susan Dillon
Notary Public



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