

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Sev K. H. Keil	05/02/2005
Dick R. Wittink	05/01/2005
Hiek Roelof van der Scheer	04/22/2005

RECEIVING PARTY DATA

Name:	Blue Flame Data, Inc.
Street Address:	245 Park Avenue
Internal Address:	24th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10167

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	10635387

CORRESPONDENCE DATA

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NAME OF SUBMITTER:

Nandu A. Talwalkar

Total Attachments: 5

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PATENT

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ASSIGNMENT OF RIGHTS, TITLE AND INTEREST IN INVENTION

This is an Assignment of the following rights, title and interest: *(check all that apply)*

☒ United States of America rights, title and interest in the invention

☒ Foreign rights, title and interest in the invention

☒ United States Patent Application No.: 10/635,387

Date of Execution:

Date of Filing: August 6, 2003

☒ United States Provisional Patent Application Serial No.: 60/401,266

☐ United States Patent No(s).:

☐ International (PCT) Patent Application Serial No.:

☐ Other *(specify)*::

TITLE OF THE INVENTION:

SYSTEM TO QUANTIFY CONSUMER PREFERENCES

Inventors *(assignors)*

Name

Address

Sev K. H. Keil

Groediger Strasse 32, Anif Austria 5081

Dick R. Wittink

25 Old Orchard Road, North Haven, CT USA 06473-3023

**Hiek Roelof van der
Scheer**

Julianastraat 29, Rossum The Netherlands 7596 KS

Assignee

Name

Address

Blue Flame Data, Inc.

245 Park Avenue, 24th Floor, New York, NY USA 10167

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to Blue Flame Data, Inc. , 245 Park Avenue, 24th Floor, New York, NY USA 10167;

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application(s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for said Invention, and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Commissioner of Patents and Trademarks to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;


And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventors' Signatures


May 2, '05
Date

5-1-05
Date

Date



Sev K. H. Keil



Dick R. Wittink

Hiek Roelof van der Scheer

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Dick R. Wittink	25 Old Orchard Road, North Haven, CT USA 06473-3023
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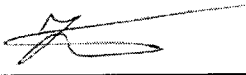
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And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventors' Signatures

_____	_____
Date	Sev K. H. Keil
_____	_____
Date	Dick R. Wittink

April 22, 2005
Date



Hiek Roelof van der Scheer