

3/24/05

04-07-2005

RECORDATION
PAT



To the Director of the U.S. Patent and Trademark Office

102974648

new address(es) below.

1. Name of conveying party(ies)

David C. Pope

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

2. Name and address of receiving party(ies)

Name: SAS Institute Inc.

Internal Address:

Street Address: SAS Campus Drive

City: Cary

State: North Carolina

Country: US Zip: 27513

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) March 23, 2005

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

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Joseph M. Sauer

Internal Address: Jones Day
North Point

Street Address: 901 Lakeside Avenue

City: Cleveland

State: Ohio Zip: 44114

Phone Number: (216) 586-7506

Fax Number: (216) 579-0212

Email Address: jmsauer@jonesday.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 501432

Authorized User Name Joseph M. Sauer

9. Signature: Kathie J. Kopczyk Signature

March 24, 2005

Date

04/06/2005 DBYRNE 00000189 501432 11088523

01 10.00 BA Kathie J. Kopczyk

Name of Person Signing

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

ASSIGNMENT

(Sole)

WHEREAS, new and useful improvements and inventions have been made by the undersigned in

SYSTEMS AND METHODS FOR ANALYZING WEB SITE SEARCH TERMS

and are the subject of a patent application prepared for filing in the United States Patent and Trademark Office, and executed by the undersigned on the date indicated below in the appropriate space to the right of the signature of the undersigned, which application is further identified as Jones Day Docket No. 343355-600090.

WHEREAS, SAS Institute Inc., a corporation of North Carolina, having a principal place of business at SAS Campus Drive, Cary, North Carolina 27513, hereinafter referred to as "assignee", is desirous of acquiring all right, title, and interest throughout the world in, to, and under said improvements and inventions and patent rights therefor.

NOW, THEREFORE, be it known that, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, all right, title, and interest in the United States and throughout the world, in, to, and under said improvements and inventions and all patents, patent applications, patent rights, and inventor's certificates thereof, therefor, and therein, including without limitation said application for patent in the United States, all divisions and continuations thereof, all patents which may be granted thereon, all reissues and extensions thereof, all right to sue for past infringement thereunder, all patents which may be granted to said improvements and inventions by states or nations other than the United States, or by other authority, entity, or organization, and all applications therefor, have been and are hereby sold, assigned, transferred, and delivered unto assignee, its successors and assigns; and it is covenanted and agreed by the undersigned, and for executors, administrators, and legal representatives of the undersigned, that at assignee's request any and all applications, affidavits, assignments, and other instruments will be made, executed, and delivered as may be necessary or desirable to secure for or vest in assignee, its successors, or assigns any improvement, inventions, right, title, interest, application, patent, patent right, or other right or property covered by this assignment, and the United States Commissioner of Patents and Trademarks is hereby requested and authorized to issue any and all United States patents granted on any of said applications to assignee as owner of the entire right, title, and interest in, to, and under the same, and appropriately empowered officials of foreign countries are hereby authorized to issue any letters patent granted on any of said applications to assignee as owner of the entire right, title, and interest in, to, and under the same.

IN WITNESS WHEREOF, this assignment has been executed below by the undersigned:

David C. Pope
DAVID C. POPE

3/23/05
Date I signed this assignment

3/23/05
Date I signed Declaration or Oath

Post Office Address: 4920 Old Millcrest Court

Raleigh, NC 27609

STATE OF NORTH CAROLINA

COUNTY OF WAKE

} ss.

The above named DAVID C. POPE, known to me, appeared before me this 23 day of March, 2005, and acknowledged that the foregoing instrument was executed as his free act and deed for the uses and purposes therein set forth.

Denise D. Funderburke
Notary Public

(Notarial Seal)

My Commission Expires: 12-2-2006

