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Form **PTO-1595** (Rev. 07/05)
OMB No. 0651-0027 (exp. 6/30/2008)



103073208

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

COHEN, Tal
HAREL, Nissim
JERDING, Dean

2. Name and address of receiving party(ies)

Name: ClickFox, LLC

Internal Address: _____

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

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

Execution Date(s) August 15, 2005

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

Street Address: 3445 Peachtree Road, N.E., Suite 1250

City: Atlanta

State: Georgia

Country: _____ Zip: 30326

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)

11/143,778

B. Patent No.(s)

08/30/2005 LWONDIM1 00000046 11143778

06 FC:8021

40.00 DP

Additional numbers attached? Yes No

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

Name: James A. Proffitt

Internal Address: Troutman Sanders LLP

Bank of America Plaza, Suite 5200

Street Address: 600 Peachtree Street, N.E.

City: Atlanta

State: Georgia Zip: 30308-2216

Phone Number: 404.885.3538

Fax Number: 404.962.6769

Email Address: james.proffitt@troutmansanders.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:

James A. Proffitt
Signature

August 24, 2005

Date

James A. Proffitt

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450


ASSIGNMENT

WHEREAS, WE, TAL COHEN, NISSIM HAREL, and DEAN JERDING, (hereinafter referred to as ASSIGNORS), having post office addresses of 2236 Whitfield Cove, Tucker, Georgia 30084, United States, 2236 Whitfield Cove, Tucker, Georgia 30084, United States, and 315 Seventeenth Fairway, Roswell, Georgia 30076, United States, are joint inventors of the invention by us entitled **SYSTEM AND METHOD FOR ANALYZING SYSTEM USER BEHAVIOR** filed June 2, 2005;

WHEREAS, ClickFox, LLC (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Georgia, having a place of business at 3445 Peachtree Road, N.E., Suite 1250, Atlanta, Georgia 30326, United States, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, any patent applications that may be filed for said invention, and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from any United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, any application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United

States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.



Tal Cohen



Witness

8/15/05

Date



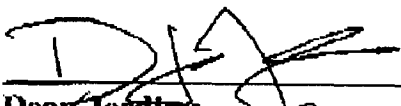
Nissim Harel



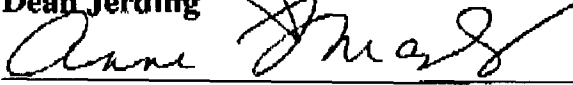
Witness

8/15/2005

Date



Dean Jerding



Witness

8/15/05

Date