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United States Patent and Trademark Office



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

**1. Name of conveying party(ies)**

(1) Anthony Martin (4) Roger Petersen  
(2) David L. Goulden (5) Remigiusz K. Paczkowski  
(3) Dominic V. Bennett

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

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

Execution Date(s) Oct. 26, 27, 28 and 31, 2005

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

**2. Name and address of receiving party(ies)**

Name: Claria Corporation

Internal Address: \_\_\_\_\_

Street Address: 555 Broadway Street

City: Redwood City

State: California

Country: United States Zip: 94063

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)

B. Patent No.(s)

U.S. Application No. 11/226,066

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Additional numbers attached? ☐ Yes ☒ No

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

Name: Haynes Beffel & Wolfeld LLP

Internal Address: \_\_\_\_\_

Street Address: P.O. Box 366

City: Half Moon Bay

State: California Zip: 94019

Phone Number: (650) 712-0340

Fax Number: (650) 712-0263

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved:** One (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 4600  
Expiration Date 05/08

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

Ernest J. Beffel Jr.  
Signature

07 November 2005  
Date

Ernest J. Beffel Jr.  
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 6

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5895, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

CLAR 1001-2

**JOINT TO CORPORATE  
ASSIGNMENT**

WHEREAS, the undersigned,

- |  |  |
|--|--|
| (1) Anthony Martin<br>1060 Los Altos Avenue<br>Los Altos, CA 94022<br>U.S.A.                 | (2) David L. Goulden<br>441 Grand Street<br>Redwood City, CA 94062<br>U.S.A. |
| (3) Dominic V. Bennett<br>48 Woods Land<br>Los Altos, CA 94024<br>U.S.A.                     | (4) Roger Petersen<br>3719 Carlson Circle<br>Palo Alto, CA 94306<br>U.S.A.   |
| (5) Remigiusz K. Paczkowski<br>200 Davey Glen Road<br>No. 517<br>Belmont, CA 94002<br>U.S.A. |  |

hereinafter termed "Inventors", have invented certain new and useful improvements in

**METHOD AND DEVICE FOR PUBLISHING  
CROSS-NETWORK USER BEHAVIORAL DATA**

and have filed an application for a United States patent disclosing and identifying the above invention on 14 September 2005 as Application No. 11/226,066, OR are filing such an application herewith, and have executed an oath or declaration of inventorship for such application on:

- (1) the 26<sup>th</sup> day of October, 2005;
- (2) the 31<sup>st</sup> day of October, 2005;
- (3) the 28<sup>th</sup> day of October, 2005;
- (4) the 29<sup>th</sup> day of October, 2005;
- (5) the 27<sup>th</sup> day of October, 2005;

(hereinafter termed "applications"); and

CLAR 1001-2

WHEREAS, Claria Corporation, a corporation of California, having a place of business at 555 Broadway Street, Redwood City, CA 94063 U.S.A. (hereinafter termed "Assignee"), is desirous of acquiring the entire right, title and interest in and to said applications and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventor (all collectively hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventors to have been received in full from said Assignee:

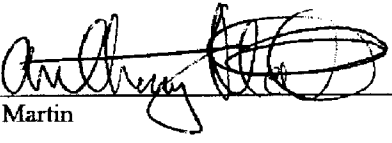

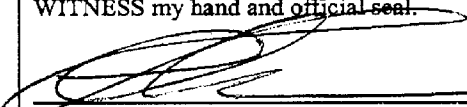
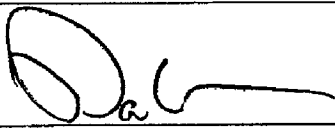

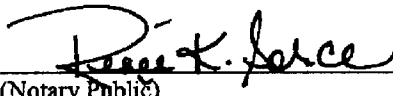
1. Said Inventors do hereby jointly and severally sell, assign, transfer and convey unto said Assignee the entire right, title and interest (a) in and to said applications and said invention; (b) in and to all rights to apply for foreign patents on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a divisional, substitution, continuation, or continuation-in-part of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.

2. Said Inventors hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (d) for filing and prosecuting applications for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor in providing such cooperation shall be paid for by said Assignee.

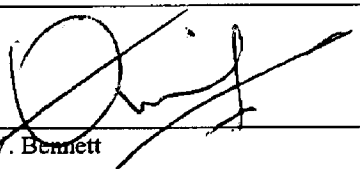
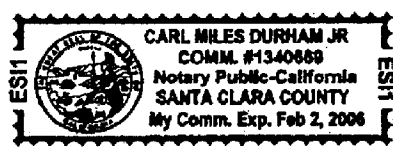


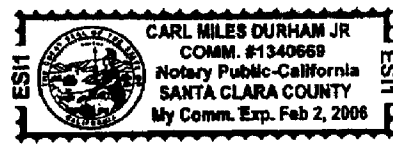
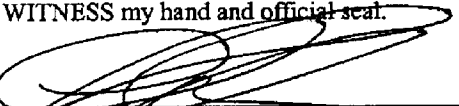
3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, the inventors' respective heirs, legal representatives and assigns.

CLAR 1001-2

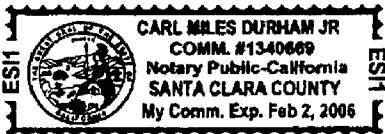

4. Said Inventors hereby warrant and represent that said inventors have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

<p>          _____          Anthony Martin</p> <p><u>10/26/2005</u>          _____          Date</p> <p></p>	<p>State of California )          )          County of <u>San Mateo</u> )</p> <p>On <u>Oct. 26</u>, 2005, before me, <u>Carl Durham</u>  <u>Notary Public</u>, personally appeared <input checked="" type="checkbox"/> personally          known to me or <input type="checkbox"/> proved to me on the basis of          satisfactory evidence, to be the person whose name is          subscribed to the within instrument and acknowledged to          me that he/she executed the same in his/her authorized          capacity, and that by his/her signature on the instrument          the person or the entity upon behalf of which the person          acted, executed the instrument.</p> <p>WITNESS my hand and official seal.            _____          (Notary Public)</p>
<p>          _____          David L. Goulden</p> <p><u>10/31/05</u>          _____          Date</p> <p></p>	<p>State of California )          )          County of <u>San Mateo</u> )</p> <p>On <u>OCT 31</u>, 2005, before me, <u>Renee Sorce</u>  <u>Notary Public</u>, personally appeared <input checked="" type="checkbox"/> personally          known to me or <input type="checkbox"/> proved to me on the basis of          satisfactory evidence, to be the person whose name is          subscribed to the within instrument and acknowledged to          me that he/she executed the same in his/her authorized          capacity, and that by his/her signature on the instrument          the person or the entity upon behalf of which the person          acted, executed the instrument.</p> <p>WITNESS my hand and official seal.            _____          (Notary Public)</p>

CLAR 1001-2

<p>          _____          Dominic W. Bennett</p> <p><u>10/28/2005</u>          _____          Date</p> <p></p>	<p>State of California )          )          County of <u>San Mateo</u> )</p> <p>On <u>Oct 28</u>, 2005, before me, <u>Carl Durham</u>  <u>Notary Public</u>, personally appeared <del>a</del> personally          known to me or <input type="checkbox"/> proved to me on the basis of          satisfactory evidence, to be the person whose name is          subscribed to the within instrument and acknowledged to          me that he/she executed the same in his/her authorized          capacity, and that by his/her signature on the instrument          the person or the entity upon behalf of which the person          acted, executed the instrument.</p> <p>WITNESS my hand and official seal.</p> <p>          _____          (Notary Public)</p>
<p>          _____          Roger Petersen</p> <p><u>10-28-2005</u>          _____          Date</p> <p></p>	<p>State of California )          )          County of <u>San Mateo</u> )</p> <p>On <u>Oct. 28</u>, 2005, before me, <u>Carl Durham</u>  <u>Notary Public</u>, personally appeared <del>a</del> personally          known to me or <input type="checkbox"/> proved to me on the basis of          satisfactory evidence, to be the person whose name is          subscribed to the within instrument and acknowledged to          me that he/she executed the same in his/her authorized          capacity, and that by his/her signature on the instrument          the person or the entity upon behalf of which the person          acted, executed the instrument.</p> <p>WITNESS my hand and official seal.</p> <p>          _____          (Notary Public)</p>

CLAR 1001-2

<p><u>R. Paczkowski</u> Remigiusz K. Paczkowski</p> <p><u>10/27/2005</u> Date</p> <p></p>	<p>State of California ) County of <u>San Mateo</u> )</p> <p>On <u>Oct. 27</u>, 2005, before me, <u>Carl Durham</u> <u>Notary Public</u>, personally appeared <input checked="" type="checkbox"/> personally known to me or <input type="checkbox"/> proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.</p> <p>WITNESS my hand and official seal.</p> <p> (Notary Public)</p>
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