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(Rev. 10/02)

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OMB No. 0651-0027 (exp. 6/30/2005)

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Robert D. Pierce

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: 12/8/05

2. Name and address of receiving party(ies)

Name: SIGNALDEMAND, INC.

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

Street Address: 340 Brannan St., 4th FloorCity: San Francisco State: CA Zip: 94107Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: 12/8/05

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: G. Victor Treyz, Esq.

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

Street Address: 870 Market Street, Suite 984City: San Francisco State: CA Zip: 941026. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41).....\$ 40.00

- ☒ Enclosed  
☒ Authorized to be charged to deposit account  
 (underpayments and overpayments)

8. Deposit account number:

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9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

G. Victor Treyz, Reg. No. 36,294

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and documents: 3

Mail documents to be recorded with required cover sheet information to:

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**PATENT**  
**REEL: 017355 FRAME: 0246**

ASSIGNMENT

WHEREAS, I, Robert D. Pierce, residing at 1070 Ordway Street, Albany, California 94706, have made an invention entitled:

## MODEL CREATION TOOL FOR ECONOMETRIC MODELS

and am about to make an application for United States Letters Patent therefor, the same having been executed by me on even date herewith; and

WHEREAS, SIGNALDEMAND, INC., a corporation organized and existing under the laws of the State of Delaware and having an address of 340 Brannan St., 4th Floor, San Francisco, California 94107, is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

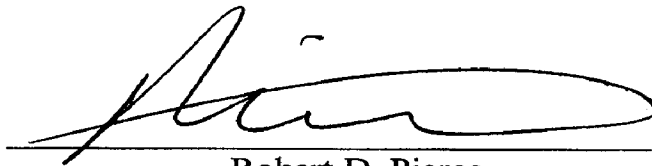
NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I do hereby sell, assign and transfer unto the said SIGNALDEMAND, INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations-in-part and divisions thereof, and any substitute applications therefor, and including the right to claim priority under the International Convention based on said patent application, and any patent which may issue thereon, and any reissues of the same; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same;

and I hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said SIGNALDEMAND, INC. as the assignee

of the entire interest therein; and I further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, I have hereunto signed my name on the date indicated hereinafter.

Dec 8, 2005  
Date

  
Robert D. Pierce