

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Timothy D. Tuttle</td> <td>05/11/2006</td> </tr> <tr> <td>Adam L. Beguelin</td> <td>05/23/2006</td> </tr> <tr> <td>Peter F. Kocks</td> <td>06/01/2006</td> </tr> </tbody> </table>		Name	Execution Date	Timothy D. Tuttle	05/11/2006	Adam L. Beguelin	05/23/2006	Peter F. Kocks	06/01/2006
Name	Execution Date								
Timothy D. Tuttle	05/11/2006								
Adam L. Beguelin	05/23/2006								
Peter F. Kocks	06/01/2006								
RECEIVING PARTY DATA									
Name:	Truveo, Inc.								
Street Address:	333 Bush Street								
City:	San Francisco								
State/Country:	CALIFORNIA								
Postal Code:	94104								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11286268</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11286268				
Property Type	Number								
Application Number:	11286268								
CORRESPONDENCE DATA									
Fax Number:	(801)328-1707								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	801-533-9800								
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Address Line 2:	1000 Eagle Gate Tower								
Address Line 4:	Salt Lake City, UTAH 84111								
ATTORNEY DOCKET NUMBER:	15690.106.2.1								
NAME OF SUBMITTER:	Sara D. Jones								

Total Attachments: 5
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WHEN RECORDED AT U.S.PATENT & TRADEMARK
OFFICE, RETURN TO:
R. Burns Israelsen
Workman Nydegger
1000 Eagle Gate Tower
60 East South Temple
Salt Lake City, Utah 84111

ASSIGNMENT

We the undersigned, hereinafter collectively referred to as "Assignor", are the inventors of the pending U.S. utility applications, and pending foreign patent applications (hereinafter referred to as the "patent properties") listed in Schedule A attached hereto.

The Assignee, Truveo, Inc., having a principal place of business at 333 Bush Street, San Francisco, California 94104, desires to secure the entire right, title and interest in said invention.

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledge, ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE:

The entire right, title, and interest in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of said application, or reissues or extensions of letters patent or patents granted thereon, and in all patents issuing thereon in the United States.

The right to claim the benefit of any prior related United States or foreign patent applications.

Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all patents on said application to the Assignee as the owner of the entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives.

Assignor hereby agrees, without further consideration, to sign all lawful papers and to perform all other lawful acts which the Assignee may request Assignor to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue, and other United States applications and all lawful documents requested by the Assignee to further the prosecution of any of such patent applications.

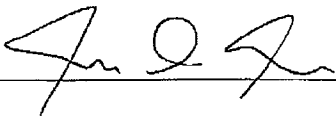
Cooperation to the best of Assignor's ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension, or infringement proceedings involving said application.

Docket No. 15690.106

This assignment and agreement shall be binding upon Assignor's heirs and legal representatives.

Inventor 1

Timothy D. Tuttle
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)

Inventor's signature  Date 5/11/06

Docket No. 15690.106

Inventor 2

Adam L. Beguelin
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)

Inventor's signature  Date 5/23/06

Docket No. 15690.106

Inventor 3

Peter F. Kocks
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)

Inventor's signature *Peter Kocks* Date 6/1/06

SCHEDULE A

Docket No.	Country	Application No	Application Date	Title
15690.106.1.1	US	11/286,269	11/22/2005	Method and Apparatus for an Application Crawler
15690.106.1.1a	PCT	PCT/US2005/42456	11/22/2005	Method and Apparatus for an Application Crawler
15690.106.2.1	US	11/286,268	11/22/2005	Method and Apparatus for a Ranking Engine
15690.106.2.1a	PCT	PCT/US2005/042739	11/22/2005	Method and Apparatus for a Ranking Engine