

FORM PTO-1595 (Rev. 03/05)
OMB No. 0651-0027 (exp. 6/30/2005)**RECORDATION FORM COVER SHEET
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

I hereby certify under 37 CFR 1.8 that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office on the date of signature shown below.

1. Name of conveying party(ies)DemandTec Inc.
50 First St., Suite 307
San Francisco, California 97105Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No**2. Name and address of receiving party(ies)**DemandTec Inc.
1 Circle Star Way, Suite 200
San Carlos, California 94070Additional name(s) & address(es) attached? ☐ Yes ☒ No**3. Nature of conveyance/Execution Date(s):**

Execution Date(s): _____

- ☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other - Re-record to change address of assignee

4. Application number(s) or patent number(s):☐ This document is being filed together with a new application.

A. Patent Application No.(s)

09849621
(DT.0102)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No**5. Name and address of party to whom correspondence concerning document should be mailed:**RICHARD K. HUFFMAN, P.E.
HUFFMAN PATENT GROUP, LLC
Customer No. 23669
1832 N Cascade Ave
Colorado Springs, CO 80907
(719) 575-9998 (Voice)
rick@huffmanlaw.net**6. Total number of applications and patents involved: 1**

7. Total fee (37 CFR 1.21(h) & 3.41) . \$40

- ☒ PTO-2038 Credit Card Payment Form for fee is enclosed
☐ Check for fee is enclosed
☐ Authorized to be charged to Deposit Account

8. Payment Information

a. Credit Card Last 4 Numbers: 8757
Expiration Date: 02/2008b. Deposit account number _____
Authorized User Name _____**DO NOT USE THIS SPACE**

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.*RICHARD K. HUFFMAN, P.E./Richard K. Huffman/41,08206/21/2006

Name of Person Signing

Signature

Registration No.

Date

Total number of pages including cover sheet, attachments, and document: **6**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, VA 22313-1450

OP \$40.00 09849621

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PATENT
REEL: 017834 FRAME: 0417

DOCKET NUMBER: DT:0102

ASSIGNMENT

WHEREAS, I, the undersigned inventor (or one of the undersigned joint inventors), of residence as listed, having invented certain new and useful improvements as below entitled, for which application for United States Letters Patent is made, the said application having been executed on even date herewith;

AND WHEREAS, DemandTec Inc., together with any successors, legal representatives, or assigns thereof, with its principal office at 50 First St., Suite 307, San Francisco, California, 97105, wants to acquire the entire right, title and interest in and to the said invention(s), and to the said application and any Letters Patent that may issue thereon;

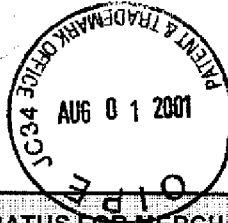
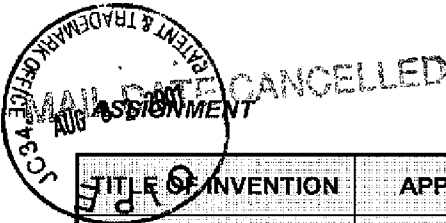
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledge, I have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to the said DemandTec Inc., its successors and assigns, the entire right, title and interest in and to the said invention and in and to the said application and all patents which may be granted thereon, and all divisions, reissues, substitutions, continuations, and extensions thereof; and I/we hereby authorize and request the Commissioner of Patents, and any officials of foreign countries whose duty it is to issue patents on applications, to issue all patents for said invention, or patents resulting therefrom, insofar as my interest in concerned, to the said DemandTec Inc. as assignee of my entire right, title and interest;

I ALSO HEREBY sell and assign to DemandTec Inc., its successors and assigns, my foreign rights to the invention disclosed in said application, in all countries of the world, including the right to file applications and obtain patents under the terms of the International Convention for the Protection of Industrial Property, and of the European Patent Convention, and further agree to execute any and all patent applications, assignments, affidavits, and any other papers in connection therewith necessary to perfect such patent rights;

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

AND I HEREBY further covenant that I will communicate to said DemandTec Inc. or to its successors, assigns and legal representatives, any facts known to me respecting said invention, and at the expense of said DemandTec Inc. testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, reissue and substitute applications, make all lawful oaths, and generally do everything possible to aid said DemandTec Inc. its successors, assigns and nominees to obtain and enforce proper patent protection for said invention in all countries.

IN WITNESS WHEREOF, I hereunto set my hand this day and year:



DOCKET: DT:0102

TITLE OF INVENTION		APPARATUS FOR MERCHANDISE PROMOTION OPTIMIZATION	
NAME OF INVENTOR	RESIDENCE	SIGNATURE	DATE
Phil Delurgio	601 Tarrytown Court Walnut Creek, CA 94598		7/2/01
Hau Hua Lee	265 Delphi Circle Los Altos, CA 94022		7/16/01
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Suzanne Valentine	1192 Davenport Way Atlanta, GA 30319		7.13.01
Krishna Venkatraman	759 Roble Ave. #1 Menlo Park, CA 94025		07/02/2001

After recording, return Assignment to: **HUFFMAN LAW GROUP, P.C.**
1832 N. Cascade Ave.
Colorado Springs, CO 80907