

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Veridium Inc.	03/13/2006
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SAS Institute Inc.
<b>Street Address:</b>	SAS Campus Drive
<b>City:</b>	Cary
<b>State/Country:</b>	NORTH CAROLINA
<b>Postal Code:</b>	27513
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	10426596
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(216)579-0212
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	(216) 586-3939
<b>Email:</b>	kjkopczyk@jonesday.com
<b>Correspondent Name:</b>	Kathie J. Kopczyk
<b>Address Line 1:</b>	901 Lakeside Avenue
<b>Address Line 2:</b>	North Point
<b>Address Line 4:</b>	Cleveland, OHIO 44114
<b>ATTORNEY DOCKET NUMBER:</b>	343355600141
<b>NAME OF SUBMITTER:</b>	Kathie J. Kopczyk
<b>Total Attachments: 3</b> source=NETSC078#page1.tif source=NETSC078#page2.tif source=NETSC078#page3.tif	

CH \$40.00 10426596

## ASSIGNMENT OF PATENT RIGHTS

WHEREAS, VERIDIEM INC., a Delaware corporation, having a principal place of business at One Clock Tower Place, Suite 200, Maynard, MA 01754, hereinafter referred to as "Assignor," is the sole and exclusive owner of the Patent Applications listed on Schedule A: and

WHEREAS, SAS INSTITUTE INC., a North Carolina corporation, having a principal place of business at SAS Campus Drive, Cary, NC 27513, hereinafter referred to as "Assignee", is desirous of acquiring all right, title, and interest throughout the world in, to, and under said Patent Applications listed on Schedule A; and

NOW, THEREFORE, be it known that, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor by these presents does hereby sell, assign and transfer unto said Assignee and its successors in interest, the full and exclusive right in the United States of America and all foreign countries, including the right to claim priority under the laws of the United States and the Paris Convention, to the said Patent Applications listed on Schedule A and all related domestic and foreign patents, together with any and all additions, divisions, continuations, continuations-in-part, reissues, reexaminations, extensions and foreign counterparts, and together with the right to sue and recover for all claims of infringement, past and present, including damages; the same to be held and enjoyed by the said Assignee for its own use and behalf, and for its legal representatives and assigns, to the full end of the terms for which said Patents are granted, as fully and entirely as the same would have been held by me had this assignment not been made.

FURTHERMORE, for good and valuable consideration the receipt whereof is hereby acknowledged, Assignor by these presents does sell, assign and transfer unto Assignee and its successors in interest all of Assignor's right, title and interest in and title to all inventions, improvements, know-how, copyrightable subject matter, works of authorship and discoveries (whether or not patentable) as may exist or result from the Patent Applications listed on Schedule A and all related domestic and foreign patents, and Assignor further agrees, without further compensation, to execute such documents and to do such other acts as may be requested by Assignee to secure to Assignee such rights that Assignee may at its own expense desire to make or perfect. Assignor also hereby covenants and agrees to execute all instruments or documents required or requested for the making and prosecution of any further United States and foreign application for patents on, for litigation regarding, or for the purpose of protecting title to the Patent Applications listed in Schedule A and all related domestic and foreign patents, for the benefit of Assignee without further or other compensation than that above set forth.

IN WITNESS WHEREOF, this assignment has been executed below by the undersigned this 13<sup>th</sup> day of March, 2006:

ASSIGNOR:

VERIDIEM INC.

By: [Signature]

Printed Name: Kenneth M. Wilson

Title: President + COO

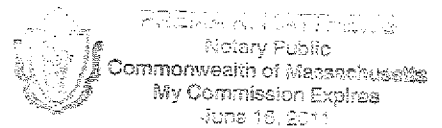
STATE OF MA  
COUNTY OF Middlesex } ss.

The above named Kenneth M. Wilson, known to me, appeared before me this 13 day of MARCH, 2006, and acknowledged that the foregoing instrument was executed as his free act and deed for the uses and purposes therein set forth.

[Signature]  
Notary Public

(Notarial Seal)

39.30.008



**SCHEDULE A**

Serial Number	Country	Type	Title	Filing Date	Status
60/376,495	US	Provisional	Marketing Optimization System	30-Apr-02	Expired
10/426,596	US	Utility	Marketing Optimization System	30-Apr-03	Published and Pending
US03/133394	Intn'l	PCT	Marketing Optimization System	30-Apr-03	Nationalized
03736514.5	EU	Utility	Marketing Optimization System	30-Apr-03	Published