

07-31-2006

Substitute Form PTO-1595  
Attorney Docket No.: 10235-044001

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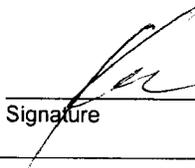
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Commissioner for Patents: Please record the attached original document(s) or copy(ies).

1. Name of conveying party(ies): Sudhakar Chalimadugu, David F. Cheung, Ruby Kennedy, Yuchun Lee and Patrick Martin Additional name(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies): Unica Corporation Reservoir Place North 170 Tracer Lane Waltham, Ma 02451  Additional names/addresses attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:  Execution Date: 07/19/2006; 07/21/2006; 07/19/2006; 07/20/2006; 07/19/2006.	
4. Application number(s) or patent number(s): If this document is being filed with a new application, the execution date of the application is: 07/24/2006 A. Patent Application No(s): B. Patent No(s):  Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
5. Name/address of party to whom correspondence concerning document should be mailed:  KEVIN SU Fish & Richardson P.C. 225 Franklin Street Boston, MA 02110	6. Total number of applications/patents involved: 1  7. Total fee (37 CFR §3.41): \$40 <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to charge Deposit Account.  8. Deposit Account No.: 06-1050 Please apply any additional charges, or any credits, to our Deposit Account No. 06-1050.
<b>DO NOT USE THIS SPACE</b>	
9. Statement and Signature: <i>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.</i>  Kevin Su <u>Reg. No. 57,377</u> Name of Person Signing   Signature  <u>7-27-06</u> Date  Total number of pages including coversheet, attachments and document: 7	

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Date of Deposit: July 24, 2006

PATENT  
REEL: 018129 FRAME: 0786

**ASSIGNMENT**

For valuable consideration, we, Sudhakar Chalimadugu, of 1001 Westford Street #10, Lowell, MA 01851; David F. Cheung, of 11008 Balantre Ln., Potomac, MD 20854; Ruby Kennedy, of 240 Davis Road, Bedford, MA 01730; Yuchun Lee, of Sudbury, MA 01776; Patrick Martin, of 1073 Massachusetts Avenue, Lexington, MA 02420; hereby assign to UNICA CORPORATION, a corporation of Massachusetts, having a place of business at Reservoir Place North, 170 Tracer Lane, Waltham, Ma 02451, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled TRACKING RESPONSES TO PROMOTIONS, filed, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.



Attorney Docket No: 10235-044001

DATE: 7/21/06

David F. Cheung  
DAVID F. CHEUNG

STATE OF Maryland )  
COUNTY OF Montgomery ) SS.

On July 21, 2006, before me, the undersigned, a notary public for the State of Maryland, there personally appeared DAVID F. CHEUNG personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.

Amy T. Cudd  
Notary Public  
AMY T. CUDD  
Notary Public, State of Maryland  
My Commission Expires Oct. 9, 2007





