

07-31-2006

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

F



HEET

103283124

113268 U.S. PTO  
11/491714

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? ☐ Yes ☒ No

## 2. Name and address of receiving party(ies):

Unica Corporation  
Reservoir Place North  
170 Tracer Lane  
Waltham, Ma 02451Additional names/addresses attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

- ☒
- Assignment
- 
- ☐
- Merger
- 
- ☐
- Security Agreement
- 
- ☐
- Change of Name
- 
- ☐
- 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? ☐ Yes ☒ 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

- ☒
- Enclosed
- 
- ☐
- 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.

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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.*

Kevin Su

Reg. No. 57,377

Name of Person Signing

Signature

Date

Total number of pages including coversheet, attachments and document: 7

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## CERTIFICATE OF MAILING BY EXPRESS MAIL

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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.

DATE: 7/19/2006


  
SUDHAKAR CHALIMADUGU

STATE OF Massachusetts )  
COUNTY OF Hiddlebury ) SS.

On July 19, 2006, before me, the undersigned, a notary public for the State of Massachusetts, there personally appeared SUDHAKAR CHALIMADUGU 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.



  
Notary Public

Attorney Docket No: 10233-044001

DATE: 7/21/06D-CT  
DAVID F. CHEUNGSTATE 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

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DATE: 7/19/06

Ruby Kennedy  
RUBY KENNEDY

STATE OF Massachusetts )  
COUNTY OF Middlesex ) SS.

On July 19, 2006, before me, the undersigned, a notary public for the State of Massachusetts, there personally appeared RUBY KENNEDY 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.

Jessie Demerle  
Notary Public

DATE:

7/20/06

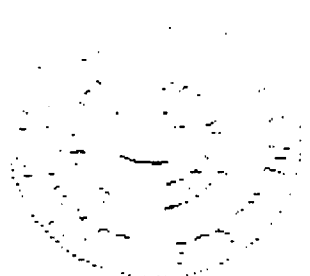
YUCHUN LEE

STATE OF Massachusetts )  
COUNTY OF Middlesex ) SS.

On July 20, 2006, before me, the undersigned, a notary public for the State of Massachusetts, there personally appeared YUCHUN LEE 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.

Jennifer Demele  
Notary Public



DATE: 7/19/06

Patrick Martin  
PATRICK MARTIN

STATE OF Massachusetts )  
COUNTY OF Hiddlesex ) SS.

On July 19, 2006, before me, the undersigned, a notary public for the State of Massachusetts, there personally appeared PATRICK MARTIN 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.



Jennifer D. [Signature]  
Notary Public

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