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FORM PTO-1595 (Rev. 3-01)

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U.S. Department of Commerce Patent and Trademark Office

OMB No. 0651-0027 (exp. 5/31/2002)



103303579

Attorney Docket No 86769-0083

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies) / Execution Date(s):
 William E. VALLIER, Joseph R. SCHLESIER, Robert Lewis D'AVANZO Jr., and Matthew J. WYLIE

Execution Dates: August 26, 2006, August 30, 2006, August 29, 2006 and August 28, 2006

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party:

Name: Accenture Global Services GmbH

Internal Address: Herrenacker 15
CH-8200 Schaffhausen, Switzerland

Street address: Herrenacker 15
CH-8200 Schaffhausen, Switzerland

Additional name(s) & address(es) attached? Yes No

112955 U.S. PTO
11/513111
083106

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other: _____

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

A. Serial No. _____ B. Patent No. _____

Additional numbers attached? Yes No

5. Name and Address of party to whom correspondence concerning document should be mailed:

Name: Celine Crowson, Esquire

Internal Address: Hogan & Hartson LLP

Street Address: Columbia Square
555 Thirteenth Street, N.W.

City: Washington

State: D.C. Zip: 20004-1109

Phone Number: 202-637-5600

Fax Number: 202-637-5910

Email address: cicrowson@hhlaw.com

Customer Number: 30398

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40.00

Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 Not required (government interest not affecting title)

8. Payment Information:

a. Credit Card Last four numbers _____
Expiration Date _____

b. Deposit Account No. 50-1349
Authorized User Name Celine Jimenez Crowson

DO NOT USE THIS SPACE

9. Signature:

Signature _____ Date August 31, 2006

Celine Jimenez Crowson - Registration No. 40,357

Kevin G. Shaw - Registration No. 43,110

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: **5**

Mail documents to be recorded (including coversheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

PATENT REEL: 018258 FRAME: 0279

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ASSIGNMENT

WHEREAS we, the below named inventors [hereinafter referred to as "Assignors"], have made an invention entitled:
**CONVERGED MARKETING ARCHITECTURE AND RELATED RESEARCH AND TARGETING METHODS
 UTILIZING SUCH ARCHITECTURES**

for which an application for United States Letters Patent is filed herewith:

AND WHEREAS, Accentura Global Services GmbH
 Herrenacker 15
 CH-8200 Schaffhausen
 Switzerland

[hereinafter referred to as "Assignee"], is desirous of securing the entire right, title and interest in and to this invention in all countries throughout the world, and in and to the applications for United States Letters Patent on this invention and any Letters Patent to be issued upon this application or related applications:

NOW, THEREFORE, be it known that, for and in consideration of the sum of one dollar (\$1.00) in hand paid and other good and valuable consideration, the receipt of which from assignee, is hereby acknowledged, WE, as assignors, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the assignee, its lawful successors and assigns, OUR entire right, title and interest in and to this invention and these applications, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of such applications, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals and reissues thereof; and WE hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this Assignment:

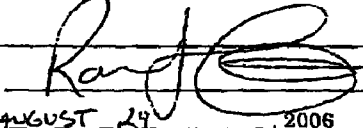
AND, WE HEREBY covenant that WE have the full right to convey the interest assigned by this Assignment, and WE have not executed and will not execute any agreement in conflict with this Assignment:

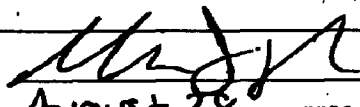
AND WE HEREBY further covenant and agree that WE will, without further consideration, communicate with assignee, its successors and assigns, any facts known to US respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expenses incident to the execution of such papers shall be borne by assignee, its successors and assigns.

IN TESTIMONY WHEREOF, WE have hereunto set our hands.

| | | |
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| <i>Full Name of First Inventor:</i> | William E. VALLIER | |
| <i>Post Office Address:</i> | 925 West Maple Avenue, Bound Brook, NJ 08806 1111 SKY Hill RD. BRIDGEWATER, NJ 08807 | |
| <i>First Assignor's Signature and Date</i> | <u>William Vallier</u> August 26, 2006 | |
| NAMES OF ADDITIONAL INVENTOR'S SIGNATURES ATTACHED <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO | | |

| | |
|--|---|
| Full Name of Second or Sole Inventor: | Joseph R. SCHLESIER |
| Post Office Address: | 99 Maple Street, West Orange, NJ 07052 |
| Second or Sole Assignor's Signature and Date: | <u>Joseph R. Schlesier</u> August 30, 2006 |
| NAMES OF ADDITIONAL INVENTOR'S SIGNATURES ATTACHED <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO | |

| | |
|--|--|
| <i>Full Name of Third Inventor:</i> | Robert Lewis D'AVANZO Jr. |
| <i>Post Office Address:</i> | 5 Congressional Court, Skillman, NJ 08558 |
| <i>Third Assignor's Signature and Date</i> |  AUGUST 29, 2006 |
| NAMES OF ADDITIONAL INVENTOR'S SIGNATURES ATTACHED <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO | |

| | |
|--|--|
| <i>Full Name of Fourth Inventor:</i> | Matthew J. WYLIE |
| <i>Post Office Address:</i> | 60 Culberson Road, Banking Ridge, NJ 07920 |
| <i>Fourth Assignor's Signature and Date</i> |  August 28, 2006 |
| NAMES OF ADDITIONAL INVENTOR'S SIGNATURES ATTACHED <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO | |