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3-13-96

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To the Director of the U.S. Patent and Trademark Office. Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p>Jacob Gilmore Martin, and Earl Rodney Canfield</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Selective, Inc. 2720 Park Street Suite 220 Jacksonville, FL 32205</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>August 24, 2006 and September 12, 2006</u></p>	<p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>

<p>4(a). Patent Application No.(s): 11/505,654; 60/740,700</p> <p><input type="checkbox"/> This document is being filed together with a new application.</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>4(b). Patent No.(s):</p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: William O. Isaacs, II</p> <p>Address: KING & SPALDING LLP 1180 Peachtree Street, N.E., 34th Floor Atlanta, Georgia 30309-3521</p>	<p>6. Total number of applications and patents involved: 2</p> <hr/> <p>7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>80.00</u></p> <p><input checked="" type="checkbox"/> Authorized to be charged to Deposit Account 11-0980</p> <p><input type="checkbox"/> Enclosed</p>
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DO NOT USE THIS SPACE

8. 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.

I certify that this correspondence is being communicated via facsimile transmission to 571-273-0140 or deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop Assignment Recordation Services, Director of the U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450, on the date given below.

<u>William O. Isaacs, II, Reg. No. 44.165</u>	 Signature	September 22, 2006 Date
Name of Person Signing		
Attorney Docket No: 12324.105001	Total number of pages including cover sheet: 7	

Mail documents to be recorded with required cover sheet information to: Mail Stop Assignment Recordation Services
Director of the U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

ASSIGNMENT

WHEREAS, we, **Jacob Gilmore Martin**, a citizen of the United States of America, residing at 2129 River Blvd., Apt. 1, Jacksonville, Florida 32204; and **Earl Rodney Canfield**, a citizen of the United States of America, residing at 126 Skyline Ridge, Athens, Georgia 30606, have invented certain inventions and improvements disclosed in a provisional patent application entitled "**Predicting a Topic's Singular Values and Singular Vectors to Provide a New Type of Low Rank Approximation for Information Retrieval Applications**," filed in the United States Patent and Trademark Office on November 30, 2005 and assigned U.S. Provisional Patent Application No. 60/740,700; and in a non-provisional application for Letters Patent entitled "**Selective Latent Semantic Indexing Method for Information Retrieval Applications**," filed in the United States Patent and Trademark Office on August 17, 2006 and assigned U.S. Patent Application No. 11/505,654 (hereinafter collectively referred to as the "Applications").

WHEREAS, **Selective, Inc.**, a corporation of the State of Florida having a principal place of business at 2720 Park Street, Suite 220, Jacksonville, Florida 32205, is desirous of acquiring an interest in the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, **Jacob Gilmore Martin** and **Earl Rodney Canfield**, by these presents do sell, assign, and transfer to **Selective, Inc.**, the full, exclusive, and entire right, title, and interest in and to said Applications, in and to any divisions, continuations, reexaminations, and reissues thereof, and in and to all inventions and improvements disclosed and described in said Applications, preparatory to obtaining Letters Patent of the United States therefor; and we hereby request the Director of the U.S. Patent and Trademark Office to issue any and all Letters Patent of the United States resulting from said Applications, or from a division, continuation, reexamination, or reissue thereof, to **Selective, Inc.** as the assignee, for its interest and for the sole use and benefit of **Selective, Inc.**, its assigns, and legal representatives;

For the same consideration, we, by these presents, do sell, assign, and transfer to **Selective, Inc.** the full, exclusive, and entire right, title, and interest in and to any foreign application or applications corresponding to said Applications, in whole or in part, in countries other than the United States, in and to any Letters Patent and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising

from or required for said foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations; said foreign applications to be filed and issued in the name of **Selective, Inc.** or its designee insofar as permitted by applicable law;

AND, for the same consideration, we agree to sign all lawful papers, execute all division, continuing, reexamination, reissue, and other applications, and make all assignments and rightful oaths necessary to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

[I hereby authorize and request a representative of King & Spalding LLP, 1180 Peachtree Street, N.E., Atlanta, Georgia USA, to insert in the space provided above the application number of the non-provisional application when known.]

[Handwritten signature]

JACOB GILMORE MARTIN

STATE OF GEORGIA

Before me, a Notary Public in and for the State of Georgia, on this 24th day of August, 2006, personally appeared **Jacob Gilmore Martin**, who, being duly sworn, signed and acknowledged the foregoing Assignment as his free act and deed.



Thora R. Mauge

NOTARY PUBLIC

My Commission Expires: *June 29, 2007*

EARL RODNEY CANFIELD.

STATE OF GEORGIA

Before me, a Notary Public in and for the State of Georgia, on this ____ day of _____, 2006, personally appeared **Earl Rodney Canfield**, who, being duly sworn, signed and acknowledged the foregoing Assignment as his free act and deed.

NOTARY PUBLIC

(SEAL)

My Commission Expires: _____

Attorney Docket No. 12324.105001

ASSIGNMENT

WHEREAS, we, **Jacob Gilmore Martin**, a citizen of the United States of America, residing at 2129 River Blvd., Apt. 1, Jacksonville, Florida 32204; and **Earl Rodney Canfield**, a citizen of the United States of America, residing at 126 Skyline Ridge, Athens, Georgia 30606, have invented certain inventions and improvements disclosed in a provisional patent application entitled "**Predicting a Topic's Singular Values and Singular Vectors to Provide a New Type of Low Rank Approximation for Information Retrieval Applications**," filed in the United States Patent and Trademark Office on November 30, 2005 and assigned U.S. Provisional Patent Application No. 60/740,700; and in a non-provisional application for Letters Patent entitled "**Selective Latent Semantic Indexing Method for Information Retrieval Applications**," filed in the United States Patent and Trademark Office on August 17, 2006 and assigned U.S. Patent Application No. 11/505,654 (hereinafter collectively referred to as the "Applications").

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NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, **Jacob Gilmore Martin** and **Earl Rodney Canfield**, by these presents do sell, assign, and transfer to **Selective, Inc.**, the full, exclusive, and entire right, title, and interest in and to said Applications, in and to any divisions, continuations, reexaminations, and reissues thereof, and in and to all inventions and improvements disclosed and described in said Applications, preparatory to obtaining Letters Patent of the United States therefor; and we hereby request the Director of the U.S. Patent and Trademark Office to issue any and all Letters Patent of the United States resulting from said Applications, or from a division, continuation, reexamination, or reissue thereof, to **Selective, Inc.** as the assignee, for its interest and for the sole use and benefit of **Selective, Inc.**, its assigns, and legal representatives;

For the same consideration, we, by these presents, do sell, assign, and transfer to **Selective, Inc.** the full, exclusive, and entire right, title, and interest in and to any foreign application or applications corresponding to said Applications, in whole or in part, in countries other than the United States, in and to any Letters Patent and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising from or required for said foreign applications under the terms of any applicable conventions,

treaties, statutes, or regulations; said foreign applications to be filed and issued in the name of **Selective, Inc.** or its designee insofar as permitted by applicable law;

AND, for the same consideration, we agree to sign all lawful papers, execute all division, continuing, reexamination, reissue, and other applications, and make all assignments and rightful oaths necessary to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

[I hereby authorize and request a representative of King & Spalding LLP, 1180 Peachtree Street, N.E., Atlanta, Georgia USA, to insert in the space provided above the application number of the non-provisional application when known.]

JACOB GILMORE MARTIN

STATE OF GEORGIA

Before me, a Notary Public in and for the State of Georgia, on this 24th day of August, 2006, personally appeared **Jacob Gilmore Martin**, who, being duly sworn, signed and acknowledged the foregoing Assignment as his free act and deed.

NOTARY PUBLIC

(SEAL)

My Commission Expires: _____

Earl Rodney Canfield
EARL RODNEY CANFIELD

STATE OF GEORGIA

Before me, a Notary Public in and for the State of Georgia, on this 12th day of September, 2006, personally appeared Earl Rodney Canfield, who, being duly sworn, signed and acknowledged the foregoing Assignment as his free act and deed.

Elizabeth K. Williams
NOTARY PUBLIC

(SEAL)

My Commission Expires: May 4, 2007
Jackson County, Georgia

Attorney Docket No. 12324.105001

KING & SPALDING LLP

1180 Peachtree Street, NE
 Atlanta, Georgia 30309-3521
 Telephone: 404/572-4600
 Facsimile: 404/572-5145
www.kslaw.com

FAX TRANSMITTAL SHEET**September 22, 2006**

TO: Mail Stop Assignment Recordation Services	Company: U.S. Patent and Trademark Office
Fax #: 571-273-0140	City/State: Alexandria, VA
Tel #:	Application No. 11/505,654
FROM: William O. Isaacs, II	Our Ref. #: 12324.105001

NUMBER OF PAGES (including transmittal sheet): 8

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Notes/Comments:

Documents submitted via facsimile:

Applicant:	Jacob Gilmore Martin et al.
Application No.	11/505,654
Title:	Selective Latent Semantic Indexing Method for Information Retrieval Applications
Papers Faxed:	Recordation Form Cover Sheet Form PTO-1595 (1-pg.), and Assignment (6 pages)