

## PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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| SUBMISSION TYPE:   | NEW ASSIGNMENT              |
| NATURE OF CONVEYANCE:  | ASSIGNMENT                  |
| CONVEYING PARTY DATA   |                             |
| Name   | Execution Date              |
| Bradley S. Peters  | 10/17/2006                  |
| RECEIVING PARTY DATA   |                             |
| Name:  | Success Metrics Inc.        |
| Street Address:  | 220 Montgomery Street       |
| Internal Address:  | Suite 424                   |
| City:  | San Francisco               |
| State/Country:   | CALIFORNIA                  |
| Postal Code:   | 94104                       |
| PROPERTY NUMBERS Total: 1  |                             |
| Property Type  | Number                      |
| Application Number:  | 11515232                    |
| CORRESPONDENCE DATA  |                             |
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| ATTORNEY DOCKET NUMBER:  | SUCCP002                    |
| NAME OF SUBMITTER:   | Lee Van Pelt                |
| Total Attachments: 1<br>source=SUCCP002 Executed Assignment#page1.tif                |                             |

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PATENT  
REEL: 018525 FRAME: 0066

## ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

### SELECTING A REPORT

for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on August 31, 2006, and which bears the Application No. 11/515,232, 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;

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/We the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to Success Metrics Inc., a Delaware corporation having a place of business at 220 Montgomery Street, Suite 424, San Francisco, CA 94104, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

1) Signature:   
Typed Name: Bradley S. Peters

Date: 10/17/2006