

11-24-2006

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1. Name of conveying party(ies)

Geoffry A. Westphal

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 11/09/2006

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: W.W. Grainger, Inc.

Internal Address: _____

Street Address: 100 Grainger Parkway

City: Lake Forest

State: Illinois

Country: USA Zip: 60045-5201

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

4. Application or patent number(s):

☒ This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Gary R. Jarosik

Internal Address: Greenberg Traurig, LLP

Suite 2500

Street Address: 77 W. Wacker Drive

City: Chicago

State: IL Zip: 60601-1732

Phone Number: (312) 456-8400

Fax Number: (312) 456-8435

Email Address: jarosikg@gtlaw.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- ☐ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☒ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

- a. Credit Card Last 4 Numbers _____
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9. Signature:

Signature

November 17, 2006

Date

Gary R. Jarosik

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

2

11/21/2006 JBALINAN 00000052 11601537

04 FC:8021

40.00 OP

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Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

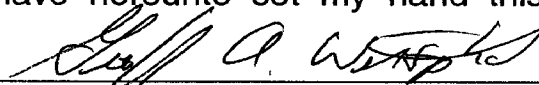
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PATENT
REEL: 018593 FRAME: 0405

PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, I, Geoffrey A. Westphal of 2233 Parkside Drive, Park Ridge, Illinois 60068, hereby sell and assign to **W.W. Grainger, Inc.**, ("Assignee"), a corporation organized and existing under the laws of the state of Illinois, having its principal place of business at 100 Grainger Parkway, Lake Forest, Illinois 60045-5201, U.S.A., its successors, assigns, nominees, or other legal representatives, the entire right, title, and interest in and to the invention in **SYSTEM AND METHOD FOR INFLUENCING DISPLAY OF WEB SITE CONTENT** invented by me, which has been assigned application number **11/**_____, and the application for United States patent therefor, the declaration, and all original and reissued patents granted therefor, and all divisions and continuations thereof, including the subject-matter of any and all claims which may be obtained in every such patent, and the right to apply for and obtain patents and Utility Model Registrations which may be granted thereon in such foreign countries, and authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any other country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue said Letters Patent or Utility Model Registration to the said Assignee, its successor, assigns, nominees, or other legal representatives, as assignee of the entire interest herein assigned. I covenant that I have not executed and will not execute any agreement in conflict herewith and agree that I will communicate to said Assignee, its successors, assigns, nominees, or other legal representatives, all facts known to me respecting said invention, whenever requested, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and do all lawful acts requisite for the application for such divisional, continuing, or reissue applications, or the procuring thereof, and that if and when said Assignee, its successors, assigns, nominees, or other legal representatives desire to file a disclaimer relating thereto, I will, upon request, sign all lawful papers requisite for the filing of such disclaimer. I further covenant and agree that I will, at any time upon request, do everything legally possible to aid said Assignee, its successors, assignees, nominees, or other legal representatives, either in its or their own names, to apply for, obtain, and enforce proper patent and/or Utility Model protection for said invention in all countries, all without further consideration but at the expense of said Assignee, its successors, assigns, nominees, or other legal representatives.

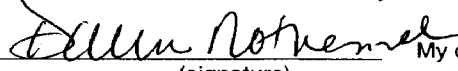
IN TESTIMONY WHEREOF, I have hereunto set my hand this 9TH day of NOVEMBER, 2006.


Geoffrey A. Westphal (signature)

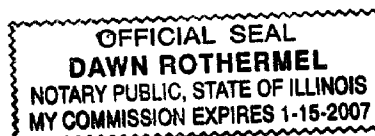
NOTARIAL CERTIFICATE

State of: Illinois)
County of: Lake) SS.

Subscribed and sworn to before me this 9th day of November, 2006.

Notary Public:  My commission expires: 1-15-07
(signature)

56189304v13

**PATENT****RECORDED: 11/17/2006****REEL: 018593 FRAME: 0406**