

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Victor Chan</td> <td>10/27/2006</td> </tr> <tr> <td>Ross McKegney</td> <td>10/27/2006</td> </tr> <tr> <td>Jeffrey A. Shiner</td> <td>11/03/2006</td> </tr> <tr> <td>Ramiah K. Tin</td> <td>10/27/2006</td> </tr> <tr> <td>Jian Zhang</td> <td>10/27/2006</td> </tr> </tbody> </table>		Name	Execution Date	Victor Chan	10/27/2006	Ross McKegney	10/27/2006	Jeffrey A. Shiner	11/03/2006	Ramiah K. Tin	10/27/2006	Jian Zhang	10/27/2006
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RECEIVING PARTY DATA													
Name:	International Business Machines Corporation												
Street Address:	New Orchard Road												
City:	Armonk												
State/Country:	NEW YORK												
Postal Code:	10504												
PROPERTY NUMBERS Total: 1													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11614179</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11614179								
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CORRESPONDENCE DATA													
Fax Number:	(561)244-1062												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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ATTORNEY DOCKET NUMBER:	CA920060037US1 (052)												
NAME OF SUBMITTER:	Steven M. Greenberg												

CH \$40.00 11614179

Total Attachments: 3

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ASSIGNMENT

WHEREAS, we:

- (1) Victor Chan of Thornhill, Ontario, Canada
- (2) Ross McKegney of Toronto, Ontario, Canada
- (3) Jeffrey A. Shiner of Richmond Hill, Ontario, Canada
- (4) Ramiah K. Tin of Pickering, Ontario, Canada
- (5) Jian Zhang of North York, Ontario, Canada

have invented certain improvements in

**UNIFIED RETAIL CATALOG WITH SINGLE CUSTOMER VIEW
OVER MULTIPLE PHYSICAL CATALOG REPRESENTATIONS**

and executed, respectively, a United States patent application therefore on the following date(s):

- (1) Oct 27, 2006
- (2) _____
- (3) Nov 3, 2006
- (4) Oct 27, 2006
- (5) Oct 27, 2006

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at New Orchard Road, Armonk, New York, 10504 (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in said application to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

IBM Docket No.: CA920060037US1 (052)

(1) Signed at Markham, on Oct 27, 2006.
(City) (Date)

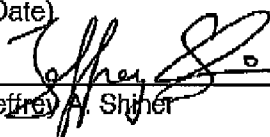


Victor Chan

(2) Signed at _____, on _____, 2006.
(City) (Date)


Ross McKegney

(3) Signed at Markham, on Nov 3, 2006.
(City) (Date)



Jeffrey A. Shiner

(4) Signed at Pickering, on Oct 27, 2006.
(City) (Date)



Ramiah K. Tin

(4) Signed at Toronto, on Oct 27, 2006.
(City) (Date)



Jian Zhang

IBM Docket No.: CA92008D037US1 (062)

(1) Signed at _____, on _____, 2006.
(City) (Date)

Victor Chan

(2) Signed at Madrid, Spain, on Oct 27, 2006.
(City) (Date)



Ross McKegney

(3) Signed at _____, on _____, 2006.
(City) (Date)

Jeffrey A. Shiner

(4) Signed at _____, on _____, 2006.
(City) (Date)

Ramlah K. Tin

(4) Signed at _____, on _____, 2006.
(City) (Date)

Jian Zhang