

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>Henry Truong</td> <td>03/01/2007</td> </tr> <tr> <td>Kenneth D. Tuchman</td> <td>03/01/2007</td> </tr> </tbody> </table>		Name	Execution Date	Henry Truong	03/01/2007	Kenneth D. Tuchman	03/01/2007
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Henry Truong	03/01/2007						
Kenneth D. Tuchman	03/01/2007						
RECEIVING PARTY DATA							
Name:	TeleTech Holdings, Inc.						
Street Address:	9197 South Peoria Street						
City:	Englewood						
State/Country:	COLORADO						
Postal Code:	80112						
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>11538259</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11538259		
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Application Number:	11538259						
CORRESPONDENCE DATA							
Fax Number:	(303)357-1671						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	3033571651						
Email:	jthomssen@merchantgould.com						
Correspondent Name:	Tadd F. Wilson - Merchant & Gould						
Address Line 1:	1050 17th Street, Suite 1950						
Address Line 4:	Denver, COLORADO 80265-0100						
ATTORNEY DOCKET NUMBER:	40455.0002USU1						
NAME OF SUBMITTER:	Tadd F. Wilson						
Total Attachments: 3 source=Executed Assignment#page1.tif source=Executed Assignment#page2.tif source=Executed Assignment#page3.tif							

CH \$40.00 11538259

ASSIGNMENT

WHEREAS, we, Kenneth D. Tuchman, residing in Englewood, CO 80112 and Henry Truong, residing in Chelmsford, MA 01824 made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States on October 3, 2006, which is entitled VIRTUAL RETAIL ASSISTANT, and is identified as U.S. Patent Application Serial No. 11/538,259.

AND WHEREAS, TeleTech Holdings, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 9197 South Peoria Street, Englewood, CO 80112 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar and other good and valuable considerations, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the

Henry Truong
Henry Truong

STATE OF Colorado)
COUNTY OF Denver) ss.

On this 02 day of February, 2007, before me personally appeared Henry Truong to me known and known to me to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

[SEAL]

SYDNEY C. LANDRENEAU
NOTARY PUBLIC
STATE OF COLORADO

Sydney Landreneau
Notary Public

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of _____, 20____.