

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>Ray Grieselhuber</td> <td>04/30/2007</td> </tr> <tr> <td>Brian Bartell</td> <td>04/30/2007</td> </tr> <tr> <td>Dema Zlotin</td> <td>04/30/2007</td> </tr> <tr> <td>Russ Mann</td> <td>04/30/2007</td> </tr> </tbody> </table>		Name	Execution Date	Ray Grieselhuber	04/30/2007	Brian Bartell	04/30/2007	Dema Zlotin	04/30/2007	Russ Mann	04/30/2007
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Russ Mann	04/30/2007										
RECEIVING PARTY DATA											
Name:	SEMDirector, Inc.										
Street Address:	10650 Treena Street, Suite 204										
City:	San Diego										
State/Country:	CALIFORNIA										
Postal Code:	92131										
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>11689414</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11689414						
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CORRESPONDENCE DATA											
Fax Number:	(650)857-0663										
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ATTORNEY DOCKET NUMBER:	SEMD-004/01US 306974-2007										
NAME OF SUBMITTER:	Kyle M. Pendergrass										

CH \$40.00 11689414

Total Attachments: 3

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ASSIGNMENT

Ray Grieselhuber, residing at San Diego, California, Brian Bartell, residing at San Diego, California, Dema Zlotin, residing at La Jolla, California, and Russ Mann, residing at Temecula, California (each referred to as "Assignor") have made an invention(s) (the "Invention(s)") set forth in an application for patent of the United States, entitled **SYSTEM AND METHOD FOR MEASURING THE EFFECTIVENESS OF AN ON-LINE ADVERTISEMENT CAMPAIGN**, and which is a:

- (1) provisional application
 - (a) to be filed herewith; or
 - (b) bearing Application No. , and filed on ; or

- (2) non-provisional application
 - (a) to be filed herewith; or
 - (b) bearing Application No. 11/689,414, and filed on March 21, 2007.

WHEREAS, SEMDirector, Inc., a corporation duly organized under and pursuant to the laws of Delaware, and having its principal place of business at 10650 Trenea Street, Suite 204, San Diego, California 92131 (the "Assignee"), is desirous of acquiring the entire right, title, and interest in: the Invention(s); the application for patent identified in paragraph (1) or (2); the right to file applications for patent of the United States or other countries on the Invention(s); any application(s) for patent of the United States or other countries claiming priority to these application(s); any provisional or other right to recover damages, including royalties, for prior infringements of these applications; and any patent(s) of the United States or other countries that may be granted therefor or thereon.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, and to the extent that the Assignor has not done so already via a prior agreement with the Assignee, or if the Assignor has already done so via a prior agreement with the Assignee then in confirmation of any obligation to do so in said prior agreement, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns, the Assignor's entire right, title, and interest in:

- (a) the Invention(s);

- (b) the application for patent identified in paragraph (1) or (2);

- (c) the right to file applications for patent of the United States or other countries on the Invention(s), including all rights under the Paris Convention for the Protection of Industrial Property and under the Patent Cooperation Treaty;

(d) any application(s) for patent of the United States or other countries claiming the Invention(s);

(e) any application(s) for patent of the United States or other countries claiming priority to the application for patent identified in paragraph (1) or (2) or any application(s) for patent claiming the Invention(s), including any division(s), continuation(s), and continuation(s)-in-part; and

(f) any provisional or other right to recover damages, including royalties, for prior infringements of any application for patent identified in the preceding paragraphs (b)-(e); and

(g) any patent(s) of the United States or other countries that may be granted for or on any application for patent identified in the preceding paragraphs (b) – (e), including any reissue(s) and extension(s) of said patent(s).

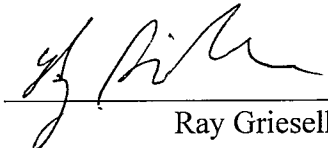
The above-granted rights, titles, and interests are to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.

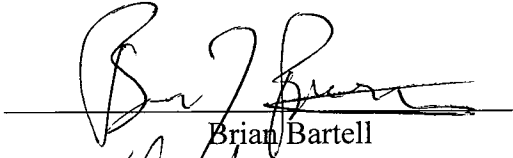
The Assignor hereby represents to the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, or if applicable, at such time said prior agreement was executed, the Assignor is a lawful owner of an undivided interest in the entire right, title, and interest in and to the Invention(s), that the Invention(s) are unencumbered, except, if applicable, by obligation to assign in accordance with said prior agreement, and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner set forth herein.

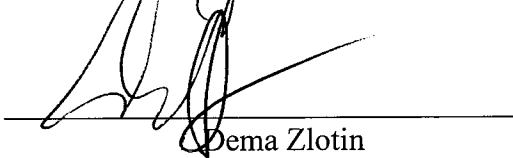
The Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done in connection with any and all proceedings for the procurement, maintenance, enforcement and defense of the Invention(s), said applications, and said patents, including interference proceedings, without charge to the Assignee, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns.

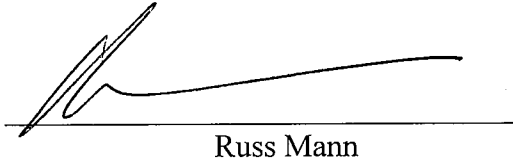
The Assignor hereby authorizes and requests the attorneys of COOLEY GODWARD KRONISH L.L.P. to insert in the spaces provided above the filing date, the application number, and the attorney docket number of the application identified in paragraph (1) or (2) when known.

The Assignor hereby requests the Commissioner of Patents to issue said patents of the United States to the Assignee for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

Date: 4/30/2007 By: 
Ray Grieselhuber

Date: 4/30/2007 By: 
Brian Bartell

Date: 4/30/2007 By: 
Dema Zlotin

Date: 4/30/07 By: 
Russ Mann