

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Robert Lee Angell		06/28/2007
James R. Kraemer		06/25/2007
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		
Property Type	Number	
Application Number:	11769409	
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ATTORNEY DOCKET NUMBER:	END920070155US1	
NAME OF SUBMITTER:	Mari Stewart	
Total Attachments: 2 source=11769409#page1.tif source=11769409#page2.tif		

CH \$40.00 11769409

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PATENT
 REEL: 019518 FRAME: 0085

A S S I G N M E N T

Whereas, we,

(1) Robert Lee Angell
County of Salt Lake

of Salt Lake City
and State of Utah

and

(2) James R. Kraemer
County of Santa Fe

of Santa Fe
and State of New Mexico

have invented certain improvements in

**Generating Customized Marketing Messages at a Customer Level
Using Current Events Data**

and executed, respectively, a United States patent application therefore on
(Dates Inventors Signed Declaration) (1) 28 Jun 2007, and
(2) _____.

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at 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 therefore;

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.

(1) Signed at Salt Lake City, Utah on 28 Jun 2007.
city and state date


Robert Lee Angell

and (2) Signed at _____ on _____.
city and state date

James R. Kraemer

A S S I G N M E N T

Whereas, we,

(1) Robert Lee Angell
County of Salt Lake

of Salt Lake City
and State of Utah

and

(2) James R. Kraemer
County of Santa Fe

of Santa Fe
and State of New Mexico

have invented certain improvements in

**Generating Customized Marketing Messages at a Customer Level
Using Current Events Data**

and executed, respectively, a United States patent application therefore on
(Dates Inventors Signed Declaration) (1) _____, and
(2) 25 JUN 07.

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at 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 therefore;

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.

(1) Signed at _____ on _____
city and state date

Robert Lee Angell

and (2) Signed at Santa Fe, NM on 25 JUN 07
city and state date

James R. Kraemer
James R. Kraemer