

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Performance Networks, L.L.C.	09/27/2000
RECEIVING PARTY DATA	
Name:	OpinionLab, Inc.
Street Address:	513 Central Avenue, Suite 300
City:	Highland Park
State/Country:	ILLINOIS
Postal Code:	60035
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10136919
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 2:	Baker Botts L.L.P.
Address Line 4:	Dallas, TEXAS 75201
ATTORNEY DOCKET NUMBER:	067543.0179
NAME OF SUBMITTER:	Glenda J. Orrantia
Total Attachments: 3 source=0675430179OpinionLab#page1.tif source=0675430179OpinionLab#page2.tif source=0675430179OpinionLab#page3.tif	

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PATENT
REEL: 019924 FRAME: 0246

PATENT ASSIGNMENT

WHEREAS, PERFORMANCE NETWORKS, L.L.C. ('Assignor'), a limited liability company organized and existing under the laws of the State of Delaware, having its principal place of business at 513 Central Avenue, 3rd floor, Highland Park, Illinois 60035, is the owner of the patent applications set forth on Exhibit A hereto and the inventions described and claimed therein (hereafter the "Patent Property"); and

WHEREAS, OPINIONLAB, INC. ('Assignee'), a corporation organized and existing under the laws of the State of Delaware, having its principal place of business at 513 Central Avenue, 3rd floor, Highland Park, Illinois 60035, desires to acquire all right, title and interest in and to the Patent Property.

NOW, THEREFORE, in consideration of \$10.00 (Ten Dollars) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, all its right, title and interest in and to the Patent Property, as well as all provisionals, continuations, divisions, and continuations-in-part of said Patent Property, and all reissues and extensions thereof, the same to be held and enjoyed by Assignee for its own use and benefit, and for the use and benefit of its successors, assigns, or legal representatives, to the end of the term or terms for which such Patent Property may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

Assignor also assigns to Assignee, all right, title and interest in and to the inventions disclosed in said Patent Property throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said Patent Property in its own name throughout the world, including all rights to publish cautionary notices reserving ownership of said inventions and all rights to register said Patent Property in appropriate registries; and Assignor further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Patent Property throughout the world, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

Assignor also will communicate to Assignee any facts known to it respecting any improvements; and, at the expense of Assignee, will testify in any legal proceedings, sign all lawful papers, execute all provisional, divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said Patent Property in all countries.

27th day of September, 2000. IN WITNESS WHEREOF, I have signed, sealed and delivered this instrument this

PERFORMANCE NETWORKS, L.L.C.

By:



Richard A. Miller

Its:

Vice President

STATE OF ILLINOIS

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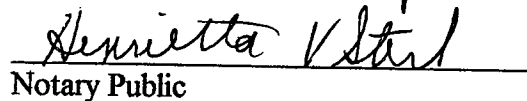
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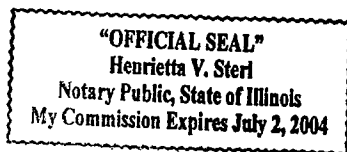
COUNTY OF LAKE

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BEFORE ME, the undersigned, a Notary Public on this day personally appeared RICHARD A. MILLER, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of the same PERFORMANCE NETWORKS, L.L.C., a limited liability company, and that he executed the same as the act of such company for the purpose and consideration therein expressed, and in the capacity therein stated.

Given under my hand and seal of office, this 27th day of September, 2000.


Notary Public



My Commission Expires:

JULY 2, 2004

[SEAL]

EXHIBIT A

Pending U.S. Patent Applications

<u>Appln. No.</u>	<u>Filing Date</u>	<u>Title</u>
09/385,256	30-Aug-1999	Web Site Response Measurement Tool.
09/595,050	14-Jun-2000	System and Method for Reporting to a Website Owner User Reactions to Particular Web Pages of a Website.
09/595,141	14-Jun-2000	System and Method for Measuring and Reporting User Reactions to Particular Web Pages of a Website.
09/595,337	14-Jun-2000	Method of Incorporating User Reaction Measurement Software into Particular Web Pages of a Website.

DAL01:546551.1

