

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Steven Larcombe		10/05/2007
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:	11869200	
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NAME OF SUBMITTER:	Ronald A. D'Alessandro	
Total Attachments: 1		
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CH \$40.00 11869200

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PATENT
REEL: 020041 FRAME: 0192

ASSIGNMENT

Whereas, I

**INVENTOR
AND CITY** (1) **Steven Larcombe**, City of Victoria Park, Country of Australia;

have invented certain improvements in

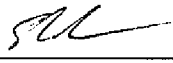
TITLE **A SYSTEM AND METHOD FOR OPTIMIZED TARGETING IN A LARGE SCALE SYSTEM**

**DATES THAT
INVENTORS
SIGNED THE
DECLARATION** and executed, respectively, a United States patent application therefor on
(1) 5TH October, 2007.

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 therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, 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 in all 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 inventions set forth in said application to IBM, its successors and assigns; and I hereby agree that IBM may apply for foreign Letters Patent on said invention and I will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

Signed and sealed

(1)  on 5TH October, 2007
Steven Larcombe