

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
EFFECTIVE DATE:	11/07/2007

CONVEYING PARTY DATA

Name	Execution Date
Surinder S Bimbra	10/18/2007
Derek Lee Bromenshenkel	10/23/2007
Zachary Adam Garbow	11/07/2007
Daniel Leonard Hiebert	10/23/2007

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:	11936230

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	ROC920070187US1
NAME OF SUBMITTER:	Matthew C. Zehrer

CH \$40.00 11936230

Total Attachments: 2

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ASSIGNMENT

Whereas, we

- | | | |
|-----|--|---|
| (1) | Surinder S. Bimbra
County of Olmsted | City of Rochester,
and State of Minnesota, |
| (2) | Derek Lee Bromenshenkel
County of Olmsted | City of Rochester,
and State of Minnesota, |
| (3) | Zachary Adam Garbow
County of Olmsted | City of Rochester,
and State of Minnesota, |
| (4) | Daniel Leonard Hiebert
County of Winona | City of Lewiston,
and State of Minnesota, |

have invented certain improvements in

DYNAMICALLY DISPLAYING PERSONALIZED CONTENT IN AN IMMERSIVE ENVIRONMENT

and have executed, respectively, a United States patent application therefor on

Dates Inventors

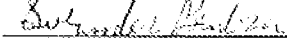
Signed

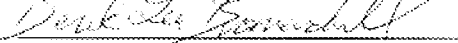
Declaration (1) October 18, 2007 (2) October 23, 2007
 (3) November 7, 2007 (4) October 23, 2007

And 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;

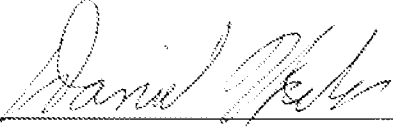
Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we the above named hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and 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 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.

Signed

Inventor (1) at Rochester, Minnesota 
on October 18, 2007. Surinder S. Bimbra Inventor Signature

Inventor (2) at Rochester, Minnesota 
on 10/23, 2007. Derek Lee Bromenshenkel Inventor Signature

Inventor (3) at Rochester, Minnesota 
on 11/07, 2007. Zachary Adam Garbow Inventor Signature

Inventor (4) at Rochester, Minnesota 
on 10/23, 2007. Daniel Leonard Hiebert Inventor Signature