

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Arash Bateni	11/07/2007
Edward Kim	11/07/2007
Harminter Atwal	11/07/2007
Jean-Philippe Vorsanger	11/12/2007
RECEIVING PARTY DATA	
Name:	Teradata Corporation
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11938812
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NAME OF SUBMITTER:	Michelle George
Total Attachments: 2 source=13020_00_11132007_Assignment#page1.tif	

CH \$40.00 11938812

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PATENT
REEL: 020099 FRAME: 0757

Teradata Docket Number 13020

ASSIGNMENT OF UNITED STATES PATENT APPLICATION

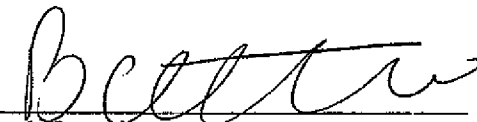
WHEREAS, we, ARASH BATENI, EDWARD KIM, HARMINTER ATWAL and JEAN-PHILIPPE VORSANGER, of Toronto, Ontario, Toronto, Ontario, Framington, MA and Toronto, Ontario, respectively, have invented certain new and useful improvements in IMPROVED METHODS AND SYSTEMS FOR FORECASTING PRODUCT DEMAND DURING PROMOTIONAL EVENTS USING A CAUSAL METHODOLOGY, Docket No. 13020, for which we have executed an application for Letters Patent of the United States on same date herewith, respectively; and

WHEREAS, Teradata US, Inc, a corporation of the State of Delaware, having its principal place of business in Dayton, Ohio, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefor in the United States and any and all foreign countries;

NOW, THEREFORE, be it known that in consideration of the sum of One Dollar (\$1.00) and of other valuable considerations, the receipt of which is hereby acknowledged, we do hereby sell, assign and transfer unto said Teradata US, Inc, its successors and assigns, the entire right, title and interest in and to the invention and improvements in any form or embodiment thereof, disclosed and claimed in said application, or which are disclosed and may be claimed; also the entire right, title and interest in and to any Letters Patent to be granted in the United States and its territorial possessions and in any and all foreign countries upon said invention in any form or upon any such improvements thereon, and in and to any and all divisions, reissues, continuations and extensions thereof; and we hereby authorize and request the Commissioner of Patents and Trademarks to issue any Letters Patent on said application to the said Teradata US, Inc, of Delaware, its successors and assigns.

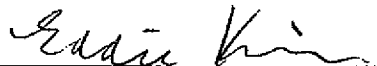
Further, we agree that we will communicate to said Teradata US, Inc, or its representatives, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitution, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to said Teradata US, Inc, make all rightful oaths and generally to do everything possible to aid said Teradata US, Inc, its successors and assigns, to obtain and enforce protection for said invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7 day of November, 2007.



Arash Bateni

Teradata Docket Number 13020

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7 day of
November, 2007.


Edward Kim

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7th day of
November, 2007.


Harminster Atwal

IN TESTIMONY WHEREOF, I have hereunto set my hand this 12 day of
November, 2007.


Jean-Philippe Vorsanger