

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| SUBMISSION TYPE:   | NEW ASSIGNMENT                              |               |                |                     |            |                  |            |                     |            |
|--|---|---------------|----------------|---------------------|------------|------------------|------------|---------------------|------------|
| NATURE OF CONVEYANCE:  | ASSIGNMENT                                  |               |                |                     |            |                  |            |                     |            |
| CONVEYING PARTY DATA   |   |               |                |                     |            |                  |            |                     |            |
| <table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Alexander W. Holt</td><td>12/20/2007</td></tr><tr><td>Michael E. Moran</td><td>12/18/2007</td></tr><tr><td>Jeffrey S. Schaffer</td><td>12/18/2007</td></tr></tbody></table> |   | Name          | Execution Date | Alexander W. Holt   | 12/20/2007 | Michael E. Moran | 12/18/2007 | Jeffrey S. Schaffer | 12/18/2007 |
| Name   | Execution Date                              |               |                |                     |            |                  |            |                     |            |
| Alexander W. Holt  | 12/20/2007                                  |               |                |                     |            |                  |            |                     |            |
| Michael E. Moran   | 12/18/2007                                  |               |                |                     |            |                  |            |                     |            |
| Jeffrey S. Schaffer  | 12/18/2007                                  |               |                |                     |            |                  |            |                     |            |
| RECEIVING PARTY DATA   |   |               |                |                     |            |                  |            |                     |            |
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| Street Address:  | New Orchard Road                            |               |                |                     |            |                  |            |                     |            |
| City:  | Armonk                                      |               |                |                     |            |                  |            |                     |            |
| State/Country:   | NEW YORK                                    |               |                |                     |            |                  |            |                     |            |
| Postal Code:   | 10504                                       |               |                |                     |            |                  |            |                     |            |
| PROPERTY NUMBERS Total: 1  |   |               |                |                     |            |                  |            |                     |            |
| <table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11961268</td></tr></tbody></table>   |   | Property Type | Number         | Application Number: | 11961268   |                  |            |                     |            |
| Property Type  | Number                                      |               |                |                     |            |                  |            |                     |            |
| Application Number:  | 11961268                                    |               |                |                     |            |                  |            |                     |            |
| CORRESPONDENCE DATA  |   |               |                |                     |            |                  |            |                     |            |
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| Correspondent Name: Hoffman, Warnick & D'Alessandro LLC  |   |               |                |                     |            |                  |            |                     |            |
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| ATTORNEY DOCKET NUMBER:  | CHA920070026US1                             |               |                |                     |            |                  |            |                     |            |
| NAME OF SUBMITTER:   | Michael F. Hoffman                          |               |                |                     |            |                  |            |                     |            |
| Total Attachments: 3<br>source=CHA920070026US1_SignedAssignment#page1.tif<br>source=CHA920070026US1_SignedAssignment#page2.tif   |   |               |                |                     |            |                  |            |                     |            |

CH 11961268 \$40.00

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PATENT  
REEL: 020292 FRAME: 0542



**ASSIGNMENT**

Whereas, we

**INVENTOR  
AND CITY**

(1) **Alexander W. Holt**, City of New Paltz, County of Ulster and State of New York;  
 (2) **Michael E. Moran**, City of Ridgewood, County of Bergen and State of New Jersey; and  
 (3) **Jeffrey S. Schaffer**, City of Ridgefield, County of Fairfield and State of Connecticut;

have invented certain improvements in

**TITLE**                    **USER FEEDBACK FOR SEARCH ENGINE BOOSTING**


**DATES THAT  
INVENTORS  
SIGNED THE  
DECLARATION**            and executed, respectively, a United States patent application therefor on

(1) December 20, 2007, (2) \_\_\_\_\_, 2007,  
 (3) \_\_\_\_\_, 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, 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 inventions 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 and sealed**

(1)  on December 20, 2007  
**Alexander W. Holt**

(2) \_\_\_\_\_ on \_\_\_\_\_, 2007  
**Michael E. Moran**

(3) \_\_\_\_\_ on \_\_\_\_\_, 2007  
**Jeffrey S. Schaffer**

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- (1) \_\_\_\_\_ on \_\_\_\_\_, 2007  
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 (2) Michael E. Moran on 12/18, 2007  
**Michael E. Moran**  
 (3) \_\_\_\_\_ on \_\_\_\_\_, 2007  
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on \_\_\_\_\_, 2007

(2) \_\_\_\_\_  
**Michael E. Moran**

on \_\_\_\_\_, 2007

(3) \_\_\_\_\_  
**Jeffrey S. Schaffer**

on December 18, 2007