

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNMENT
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CONVEYING PARTY DATA	
Name	Execution Date
The Product Engine, Inc.	01/15/2006

RECEIVING PARTY DATA	
Name:	Carl Meyer
Street Address:	20252 Hill Avenue
City:	Saratoga
State/Country:	CALIFORNIA
Postal Code:	95070

PROPERTY NUMBERS Total: 9	
Property Type	Number
Application Number:	09586387
Application Number:	09586393
Application Number:	09586394
Application Number:	10017074
Application Number:	10017499
Application Number:	10017763
Application Number:	10024449
Application Number:	11589408
Application Number:	10024630

CORRESPONDENCE DATA	
Fax Number:	(253)369-3141
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	972-385-2018
Email:	mail@davidjudson.com
Correspondent Name:	David H. Judson
Address Line 1:	15950 Dallas Parkway, Suite 225

CH \$360.00 09586387

Address Line 4: Dallas, TEXAS 75248

ATTORNEY DOCKET NUMBER:

PRODUCT ENGINE

NAME OF SUBMITTER:

David H. Judson

Total Attachments: 3

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Assignment of Patent Rights

This Assignment of Patent Rights, effective as of January 15, 2006, is made by and between The Product Engine, Inc., a California corporation, whose address is 10495 Bandlely Drive, Cupertino, California 95014 ("Assignor"), and Carl Meyer, an individual, whose address is 20252 Hill Avenue, Saratoga, California 95070 ("Assignee").

WHEREAS, Assignor, pursuant to the Asset Purchase Agreement and Bill of Sale Agreement entered into between Assignor and Assignee of even date herewith, has agreed to assign all of its right, title and interest in and to all patents and patent applications identified in Exhibit A, as well as the inventions described and claimed therein, and all of the rights associated therewith, including but not limited to the right to file divisions, renewals, continuations in whole or in part, substitutions, conversions, reissues, reexaminations, prolongations or extensions thereof, and any and all Letters Patent and Registrations which may hereafter be granted on the same (collectively, the "Patent Rights"); and

WHEREAS, Assignor desires to assign the Patent Rights to Assignee, and Assignee desires to accept such rights;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee the entire right, title and interest of Assignor in the Patent Rights, together with all claims for past infringement(s) of the Patent Rights, including without limitation the right to sue for, collect, and recover damages and profits for the same, and together with the right to collect royalties for licensing of the Patent Rights.

IN WITNESS HEREOF, authorized representatives of Assignor and Assignee have executed this instrument as of the dates set forth below.

Assignor:

THE PRODUCT ENGINE, INC.

By: 

Name: Peter Chemeris

Title: Chief Operating Officer

Assignee:



Carl Meyer, an individual

EXHIBIT A

PCT Application No. PCT/US99/04970, entitled "METHOD AND SYSTEM FOR DELIVERING AND REDEEMING DYNAMICALLY AND ADAPTIVELY CHARACTERIZED PROMOTIONAL INCENTIVES ON A COMPUTER NETWORK," filed on March 5, 1999, and naming Carl Meyer, Anthony N. Hoerber, Erik A. Kay and Stephen W. Bartlett as inventors

US Patent Application No. 09/586,394, entitled "System And Method For Optimizing The Performance of Email" filed on June 2, 2000 and naming Sanjay Ranka and Hitendra Wadhwa as inventors

PCT Application No. PCT/US00/035404, entitled "System And Method For Optimizing The Performance of Email," filed on December 27, 2000, and naming Sanjay Ranka and Hitendra Wadhwa as inventors

US Patent Application No. 09/586,393, entitled "System, Method & Business Operating Model For Optimizing The Performance of Advertisements..." filed on June 2, 2000, and naming Sankrant Sanu, Sanjay Ranka, Yogesh Wagle and Alan S. Pearson as inventors

PCT Application No. PCT/US00/035408 entitled " System, Method & Business Operating Model For Optimizing The Performance of Advertisements..." filed on December 27, 2000, and naming Sankrant Sanu, Sanjay Ranka, Yogesh Wagle and Alan S. Pearson as inventors

US Patent Application No. 09/586,387, entitled "Method, Algorithm & Computer Program For Optimizing The Performance of Messages..." filed on June 2, 2000, and naming Sanjay Ranka, Jason Lenderman and James Weisinger as inventors

PCT Application No. PCT/US00/035405 entitled " Method, Algorithm & Computer Program For Optimizing The Performance of Messages..." filed on December 27, 2000, and naming Sanjay Ranka, Jason Lenderman and James Weisinger as inventors

US Patent Application No. 10/017,765, entitled "Method And System For Viewer Message Exposure Frequency Data Enhanced Marketing Campaigns Providing Improved Performance" filed on December 7, 2001 and naming Richard Chatwin, Ahmet Nalcacioglu, Sanjay Ranka and Jim Weisinger as inventors

US Patent Application No. 10/017,763, entitled System, Method, Operating Model And Computer Program Product For Improving The Performance Of Splash Pages" filed on December 7, 2001, and naming Vikas Manocha, Sanjay Ranka, Sankrant Sanu, Brian Jones, Michael Tuchen and Kevin Yen as inventors

US Patent Application No. 10/017,499, entitled Method For Improving The Performance Of Messages Including Internet Splash Pages filed on December 7, 2001, and naming Brian Jones and Sanjay Ranka as inventors

US Patent Application No. 10/017,074, entitled Method, Algorithm And Computer Program For Targeting Messages Including Advertisements In An Interactive Measurable Medium" filed on December 7, 2001, and naming Diane Chang, Sanjay Ranka and Dan Veiner as inventors

US Patent Application No. 10/024,449, entitled "System And Method For Improving The Performance Of Electronic Media Advertising Campaigns Through Multi-Attribute Analysis And Optimization", filed on December 17, 2001, and naming Diane Chang, Richard Chatwin, Sachin Kumar, Sanjay Ranka, Jason Lenderman and Jim Weisinger as inventors

US Patent Application No. 10/024,630, entitled Yield Management System And Method For Advertising Inventory" filed on December 17, 2001, and naming Aravind Bala, Richard Chatwin, Brian Jones, Ahmet Nalcacioglu and Sanjay Ranka as inventors