

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Metamend Software and Design Ltd.	05/16/2008
RECEIVING PARTY DATA	
Name:	RJ RESEARCH, INC.
Street Address:	219-1990 South Norfolk Street, #219
City:	San Mateo
State/Country:	CALIFORNIA
Postal Code:	94403
PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	11454298
Application Number:	11454305
Application Number:	11454299
Application Number:	11454628
CORRESPONDENCE DATA	
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NAME OF SUBMITTER:	Michael S. Okamoto

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REEL: 020964 FRAME: 0915

Total Attachments: 2

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Application No.: 11/454,298
Application No.: 11/454,305
Application No.: 11/454,299
Application No.: 11/454,628
Filing Date: June 16, 2006

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Client Code: RJRCH.001A
Client Code: RJRCH.002A
Client Code: RJRCH.003A
Client Code: RJRCH.004A

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ASSIGNMENT

WHEREAS, Metamend Software and Design Ltd., a Canadian corporation having offices at 207-3347 Oak Street, Victoria, British Columbia, Canada V8X 1R2 (hereinafter "ASSIGNOR"), represents and warrants that it is the sole owner of the entire right, title, and interest to certain new and useful improvements for which applications have been filed for Letters Patents in the United States (hereinafter "the Patent Applications"):

<u>Application No.</u>	<u>Filing Date</u>	<u>Title</u>
11/454,298	June 16, 2006	BROWSER-ASSISTED COLLECTION OF SEARCH ACTIVITY DATA
11/454,305	June 16, 2006	ANALYSIS AND REPORTING OF COLLECTED SEARCH ACTIVITY DATA OVER MULTIPLE SEARCH ENGINES
11/454,299	June 16, 2006	AUTO-REFINEMENT OF SEARCH RESULTS BASED ON MONITORED SEARCH ACTIVITIES OF USERS
11/454,628	June 16, 2006	SELECTION OF CONTENT TO PRESENT ON A WEB PAGE OR OTHER DESTINATION BASED ON SEARCH ACTIVITIES OF USERS WHO SELECTED THE DESTINATION

WHEREAS, RJ Research Inc., a Delaware corporation having offices at 219-1990 South Norfolk Street, #219, San Mateo, California 94403 (hereinafter "ASSIGNEE") desires to purchase the entire right, title, and interest in and to the inventions disclosed in the Patent Applications;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) to ASSIGNOR, and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby further acknowledges that it has sold, assigned, and transferred, and by these presents does hereby sell, assign, and transfer, unto ASSIGNEE, its successors, legal representatives, and assigns, the entire right, title, and interest throughout the world in, to, and under the said improvements, and the said Patent Applications and all Patents that may be granted thereon, and all provisional applications relating thereto, and all divisions, continuations, reissues, reexaminations, renewals, and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent that may hereafter be filed for said improvements or for the said Patent Applications in any country or countries foreign to the United States; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States, and any Official of any country foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements and all Letters Patents resulting from the Patent Applications to ASSIGNEE, its successors, legal representatives, and assigns, in accordance with the terms of this Agreement.

ASSIGNOR does hereby sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of

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assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of the said Patents before or after issuance;

ASSIGNOR hereby covenants and agrees that it will communicate to ASSIGNEE, its successors, legal representatives, and assigns any facts known to ASSIGNOR respecting the Patent Applications immediately upon becoming aware of those facts, and that it will testify in any legal proceeding involving any of the Patent Applications, will sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and will generally do everything possible to aid ASSIGNEE, its successors, legal representatives, and assigns to obtain and enforce the Patent Applications in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 16 day of May, 2008.

Metamend Software and Design Ltd.

By: Name Printed: Richard Kazimierz ZwickyTitle: ChairDate: 16/05/08Witnessed by: Date: May 16 08

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PATENT**RECORDED: 05/19/2008****REEL: 020964 FRAME: 0918**