

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
John M. Bowen	06/11/2008
Frank Sauberlich	06/11/2008
RECEIVING PARTY DATA	
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City:	Detroit
State/Country:	MICHIGAN
Postal Code:	48423
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12125186
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ATTORNEY DOCKET NUMBER:	51060.00101
NAME OF SUBMITTER:	James M. Singer, Reg. No. 45,111

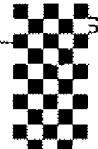
Total Attachments: 3
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Docket No. 51060.00101

Patent

ASSIGNMENT

WHEREAS, we, John Bowen, and Frank Säuberlich (hereinafter collectively the "Assignors"), are the inventors of a certain new and useful invention as set forth and disclosed in a non-provisional application for United States Letters Patent, entitled METHODS AND SYSTEMS FOR DETERMINING THE EFFECTIVENESS OF A DEALER'S ABILITY TO CLOSE A SALE, which application was filed on May 22, 2008, as Utility Application Serial No. 12/125,186 with the United States Patent and Trademark Office, which claims priority to U.S. Provisional Application No. 60/943,189; (hereinafter the "Invention").

WHEREAS, Urban Science Application, Inc., having an address of 200 Renaissance Center, Suite 1800, Detroit, Michigan 48423 ("Assignee"), is desirous of acquiring Assignor's right, title and interest in and to said Invention and in and to any and all Letters Patent of the United States and foreign countries that may be obtained therefor for said Invention;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, Assignors does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said Invention as set forth in the above-mentioned application, including any applications which claim priority to the above referenced application, any applications to which the above referenced applications claim priority, and any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said Invention;

UPON SAID CONSIDERATION, Assignors shall not execute any writing or do any act whatsoever conflicting with the terms and conditions of this Agreement, and that Assignors will, at any time upon request, without further or additional consideration, but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for or obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said Invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any and all proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignors and Assignee;

The undersigned hereby grant(s) the firm of PEPPER HAMILTON LLP the power to insert on this Assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

AND we request that any Patents that may be issued for said Invention be issued to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Docket No. 51060.00101

Patent

Date: 6-11-, 2008

By: Frank Säuberlich
Name: Frank Säuberlich

STATE OF Michigan)

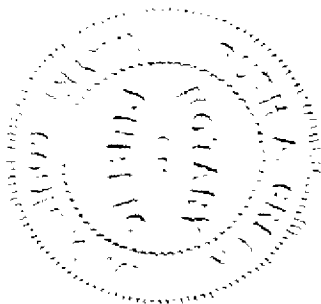
) SS:

COUNTY OF Wayne)

On this 11 day of June, 2008, before me personally appeared, Robert J. Schindler, known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

Ruth A. Green
Notary Public

SEAL



My commission expires

RUTH A. GREEN
Notary Public, State of Michigan
County of Wayne
My Commission Expires Sep. 03, 2014
Acting in the County of Wayne

Docket No. 51060.00101

Patent

Date: 6-11-, 2008

By: John M. Bowen
Name: John M. Bowen

STATE OF Michigan)

) SS:

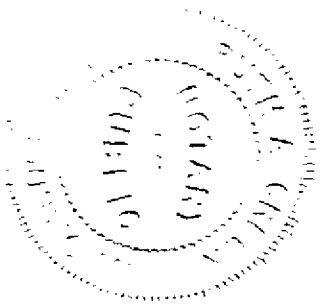
COUNTY OF Wayne)

On this 11 day of June, 2008, before me personally appeared John M. Bowen, known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

SEAL

Ruth A. Green
Notary Public

My commission expires _____



RUTH A. GREEN
Notary Public, State of Michigan
County of Wayne
My Commission Expires Sep. 03, 2014
Acting in the County of Wayne