

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Pawan R. Chowdhary</td> <td>07/22/2008</td> </tr> <tr> <td>Thomas Robert Ervolina</td> <td>07/22/2008</td> </tr> <tr> <td>Markus Ettl</td> <td>07/23/2008</td> </tr> <tr> <td>Young Min Lee</td> <td>07/22/2008</td> </tr> <tr> <td>Daniel John Peters</td> <td>07/11/2008</td> </tr> <tr> <td>Anshul Sheopuri</td> <td>07/24/2008</td> </tr> <tr> <td>Karthik Sourirajan</td> <td>07/18/2008</td> </tr> </tbody> </table>		Name	Execution Date	Pawan R. Chowdhary	07/22/2008	Thomas Robert Ervolina	07/22/2008	Markus Ettl	07/23/2008	Young Min Lee	07/22/2008	Daniel John Peters	07/11/2008	Anshul Sheopuri	07/24/2008	Karthik Sourirajan	07/18/2008
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Anshul Sheopuri	07/24/2008																
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RECEIVING PARTY DATA																	
Name:	International Business Machines Corporation																
Street Address:	New Orchard Road																
City:	Armonk																
State/Country:	NEW YORK																
Postal Code:	10504																
PROPERTY NUMBERS Total: 1																	
Property Type	Number																
Application Number:	12181070																
CORRESPONDENCE DATA																	
Fax Number:	(516)742-4366																
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone:	516-742-4343																
Email:	vhenriquez@ssmp.com																
Correspondent Name:	SCULLY, SCOTT, MURPHY & PRESSER, P.C.																
Address Line 1:	400 Garden City Plaza - Suite 300																
Address Line 4:	Garden City, NEW YORK 11530																
ATTORNEY DOCKET NUMBER:	YOR920070756US1 (22042)																

CH \$40.00 12181070

NAME OF SUBMITTER:

Steven Fischman

Total Attachments: 4

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ASSIGNMENT

INVENTOR AND CITY	Whereas, we	
	(1) Pawan R. Chowdhary County of Westchester	of Montrose, and State of New York;
and	(2) Thomas Robert Ervolina County of Dutchess	of Poughquag, and State of New York;
and	(3) Markus Ettl County of Westchester	of Yorktown Heights, and State of New York;
and	(4) Young Min Lee County of Nassau	of Old Westbury, and State of New York,
and	(5) Daniel John Peters County of Dutchess	of Poughquag, and State of New York;
and	(6) Anshul Sheopuri County of Westchester	of Hartsdale, and State of New York;
and	(7) Karthik Sourirajan County of Westchester	of White Plains, and State of New York.

have invented certain improvements in

TITLE	METHOD AND SYSTEM FOR EVALUATING PRODUCT SUBSTITUTIONS ALONG MULTIPLE CRITERIA IN RESPONSE TO A SALES OPPORTUNITY
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DATES THAT INVENTORS SIGNED THE DECLARATION	and executed, respectively, a United States patent application therefor on
--	--

- (1) JULY 22, 2008, (2) JULY 22, 2008,
- (3) JULY 23, 2008, (4) JULY 22, 2008,
- (5) _____, 2008, (6) JULY 24, 2008,
- (7) JULY 18, 2008.

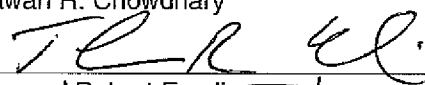
Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents 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 

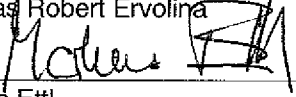
Pawan R. Chowdhary

on July 22, 2008



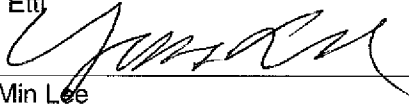
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on July 22, 2008



Markus Ettl

on July 23, 2008

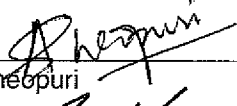


Young Min Lee

on July 22, 2008

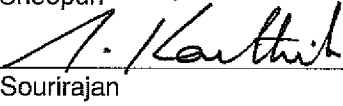
Daniel John Peters

on _____, 2008



Anshul Sheopuri

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Karthik Sourirajan

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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

Pawan R. Chowdhary

on _____, 2008

Thomas Robert Ervolina

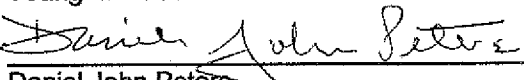
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