

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Namit Puri</td> <td>06/18/2008</td> </tr> <tr> <td>Vinay Raghunath</td> <td>06/09/2008</td> </tr> <tr> <td>Ayan Sen</td> <td>05/28/2008</td> </tr> <tr> <td>Sriraman B. Venkataraman</td> <td>05/28/2008</td> </tr> </tbody> </table>		Name	Execution Date	Namit Puri	06/18/2008	Vinay Raghunath	06/09/2008	Ayan Sen	05/28/2008	Sriraman B. Venkataraman	05/28/2008
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Vinay Raghunath	06/09/2008										
Ayan Sen	05/28/2008										
Sriraman B. Venkataraman	05/28/2008										
RECEIVING PARTY DATA											
Name:	Accenture Global Services GmbH										
Street Address:	Herrenacker 15										
City:	Schaffhausen										
State/Country:	SWITZERLAND										
Postal Code:	CH-8200										
PROPERTY NUMBERS Total: 1											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12145929</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12145929						
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Application Number:	12145929										
CORRESPONDENCE DATA											
Fax Number:	(312)321-4299										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	312-321-4200										
Email:	ecohen@usebrinks.com										
Correspondent Name:	Eric D. Cohen										
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Address Line 2:	P.O. BOX 10395										
Address Line 4:	CHICAGO, ILLINOIS 60610										
ATTORNEY DOCKET NUMBER:	10022-1269										
NAME OF SUBMITTER:	Eric D. Cohen										
Total Attachments: 6											

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**PATENT
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**ASSIGNMENT
JOINT**

THIS ASSIGNMENT, by Namit PURI, Vinay RAGHUNATH, Ayan SEN, and Sriraman B. VENKATARAMAN (hereinafter referred to as the "Assignors"), respectively residing at 154, H. Nagar, Kingsway Camp, Delhi, India 110002; C-97, East of Kailsh, New Delhi, India 110065; 36/0C, Rail Vihar, Sector 56, Gurgaon, India 122001; and 175, 18 B Main, 6th Block, Koramangala, Bangalore, India 560095, witnesseth:

WHEREAS, said Assignors have made the invention(s) described in the Indian Patent Application No. 839/MUM/2008, filed April 11, 2008 (docket no. 10022-1211) and in the United States patent application entitled **SYSTEM FOR OPTIMIZING TRADE PROMOTION AND DISTRIBUTION SPENDING IN FRAGMENTED MARKETS**, which was filed on _____, which bears Serial No. _____, or which has an oath or declaration executed by each Assignor on the same date as the Assignor's signature for this Assignment;

WHEREAS said Assignors have obligations with one or more Country Companies within the Accenture Organization (comprising Accenture Limited, Accenture SCA and their subsidiaries) to assign inventions to such Country Companies and/or other entities as such Country Companies designate; and

WHEREAS each such Country Company within the Accenture Organization has entered into contractual arrangements pursuant to an Intellectual Property Services Agreement with Accenture Global Services GmbH, a limited liability company duly organized under and pursuant to the laws of Switzerland as a judicial person, and having a place of business at Herrenacker 15, CH-8200 Schaffhausen, Switzerland (hereinafter referred to as either "AGS" or the "Assignee"), to authorize immediate assignment or to immediately assign to AGS all inventions, patent applications, Letters Patent or Patents and other intellectual property developed by such Country Company and its employees, agents, consultants and others; and

WHEREAS, pursuant to these arrangements AGS is desirous of acquiring the entire right, title and interest in and to said inventions, said application for Letters Patent, all corresponding patent applications, and in and to any Letters Patent or Patents obtained therefore or thereon in the United States or in any other country;

NOW, THEREFORE, for good, valuable and legally sufficient consideration for each Assignor, the receipt of which is hereby acknowledged by all Assignors, said Assignors have sold, assigned, transferred and set over, and as demonstrated by this Assignment do sell, assign, transfer and set over unto said Assignee, the entire right, title and interest in and to the above-mentioned inventions, applications for Letters Patent, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor or thereon, and in and to any and all divisions, continuations and continuations-in-part of any such application, or reissues, reexaminations, renewals and extensions of said Letters Patent or Patents; and the full right to claim for any such applications all benefits and priority rights under any applicable convention, treaty or legislation, and the right of Assignee to sue and obtain relief, including damages, profits and an injunction, for any infringement occurring before or after issuance of said Letters Patent or Patents; the same to be held and enjoyed for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignors had this Assignment not been made.

For the above-recited consideration, each of said Assignors hereby covenants, warrants and agrees that, at the time of execution and delivery of this Assignment, (s)he is a lawful owner of the entire right, title and interest in and to said inventions and the application for Letters Patent above-mentioned, and that the same are unencumbered and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

For the above-recited consideration, each of said Assignors hereby covenants and agrees to execute and deliver to the Assignee, its successors, legal representatives or assigns, all papers and documents that may be required to carry out the terms of this Assignment, and take all lawful oaths, provide testimony, and do all lawful acts necessary or required to be done to reasonably assist said Assignee, its successors, legal representatives or assigns in any interference, litigation or other proceeding in any country concerning or in connection with any

inventions, patent applications, Letters Patent or Patents assigned hereunder; or for the prosecution, procurement, maintenance, enforcement and defense of Letters Patent or Patents for said inventions and patent applications, or to carry out the terms of this Assignment, or vest in the Assignee, its successors and assigns, exclusive title in and to all inventions, patent applications, Letters Patent or Patents assigned hereunder, without further compensation from said Assignee, its successors, legal representatives or assigns, except for reasonable costs and expenses of the Assignor incident to such assistance and approved in writing by said Assignee, its successors, legal representatives or assigns before any such costs or expenses are incurred.

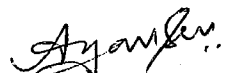
Each Assignor grants Assignee a limited power of attorney to execute, or have executed, for or on behalf of that Assignor, whatever papers are required to file or prosecute patent applications and obtain U.S. and foreign patent rights for the invention(s) assigned herein, with the understanding and agreement that the exercise of this limited power of attorney by Assignee or its attorneys or representatives gives the Assignor no rights with respect to anything assigned hereunder, nor establishes any attorney-client relationship between Assignor and Assignee or Assignor and any attorney working on behalf of Assignee. Each Assignor also agrees that there is no actual or implied attorney-client relationship between that Assignor and any attorney of Assignee, its affiliates, subsidiaries or parent companies, by virtue of the preparation and prosecution of any U.S. or foreign applications for patents hereunder, any employment or consulting relationship between that Assignor and Assignee or any other company, or by virtue of this Assignment or any term thereof.

Said Assignors hereby authorize and request the Commissioner of Patents to issue said Letters Patent or Patents of the United States to AGS as the Assignee of said inventions, patent applications and the Letters Patent or Patents to be issued thereon for the sole use of AGS, its successors and assigns in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignors have executed this Assignment.

Date **Namit PURI**

Date **Vinay RAGHUNATH**

28 May 2008
Date 
Ayan SEN

28 /05/08
Date 
Sriraman B. VENKATARAMAN

**ASSIGNMENT
JOINT**

THIS ASSIGNMENT, by Namit PURI, Vinay RAGHUNATH, Ayan SEN, and Sriraman B. VENKATARAMAN (hereinafter referred to as the "Assignors"), respectively residing at 154, H. Nagar, Kingsway Camp, Delhi, India 110002; C-97, East of Kailsh, New Delhi, India 110065; 36/0C, Rail Vihar, Sector 56, Gurgaon, India 122001; and 175, 18 B Main, 6th Block, Koramangala, Bangalore, India 560095, witnesseth:

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WHEREAS each such Country Company within the Accenture Organization has entered into contractual arrangements pursuant to an Intellectual Property Services Agreement with Accenture Global Services GmbH, a limited liability company duly organized under and pursuant to the laws of Switzerland as a judicial person, and having a place of business at Herrenacker 15, CH-8200 Schaffhausen, Switzerland (hereinafter referred to as either "AGS" or the "Assignee"), to authorize immediate assignment or to immediately assign to AGS all inventions, patent applications, Letters Patent or Patents and other intellectual property developed by such Country Company and its employees, agents, consultants and others; and

WHEREAS, pursuant to these arrangements AGS is desirous of acquiring the entire right, title and interest in and to said inventions, said application for Letters Patent, all corresponding patent applications, and in and to any Letters Patent or Patents obtained therefore or thereon in the United States or in any other country;

NOW, THEREFORE, for good, valuable and legally sufficient consideration for each Assignor, the receipt of which is hereby acknowledged by all Assignors, said Assignors have sold, assigned, transferred and set over, and as demonstrated by this Assignment do sell, assign, transfer and set over unto said Assignee, the entire right, title and interest in and to the above-mentioned inventions, applications for Letters Patent, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor or thereon, and in and to any and all divisions, continuations and continuations-in-part of any such application, or reissues, reexaminations, renewals and extensions of said Letters Patent or Patents; and the full right to claim for any such applications all benefits and priority rights under any applicable convention, treaty or legislation, and the right of Assignee to sue and obtain relief, including damages, profits and an injunction, for any infringement occurring before or after issuance of said Letters Patent or Patents; the same to be held and enjoyed for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignors had this Assignment not been made.

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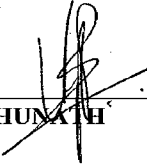
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IN TESTIMONY WHEREOF, the Assignors have executed this Assignment.

_____ Date	_____ Namit PURI
<i>9th June 2008</i> _____ Date	 _____ Vinay RAGHUNATH
_____ Date	_____ Ayan SEN
_____ Date	_____ Sriraman B. VENKATARAMAN

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<u>18.6.2008</u> Date	 Nank PURI
<u> </u> Date	<u> </u> Vinay RAGHUNATH
<u> </u> Date	<u> </u> Ayan SEN
<u> </u> Date	<u> </u> Sriraman B. VENKATARAMAN