

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
David J. Nugent	08/01/2008
Gregory J. Nawrocki	08/01/2008
RECEIVING PARTY DATA	
Name:	Market Reason, LLC
Street Address:	1N141 County Farm Road
Internal Address:	Suite 200
City:	Winfield
State/Country:	ILLINOIS
Postal Code:	60190
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12062217
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Steven G. Parmelee
Address Line 1:	Fitch Even Tabin & Flannery
Address Line 2:	120 S. LaSalle St., Suite 1600
Address Line 4:	Chicago, ILLINOIS 60603
ATTORNEY DOCKET NUMBER:	8681/92644
NAME OF SUBMITTER:	Steven G. Parmelee
Total Attachments: 2 source=92644_Assignment_1#page1.tif	

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PATENT
REEL: 021456 FRAME: 0103


A S S I G N M E N T

We, DAVID J. NUGENT, of Winfield, County of DuPage, and State of Illinois; and GREGORY J. NAWROCKI, of Winfield, County of DuPage, and State of Illinois, for good and valuable consideration, receipt of which is hereby acknowledged, have assigned and do hereby assign to MARKET REASON, LLC, a Limited Liability Corporation, having its principal place of business at 1N141 County Farm Road, Suite 200, Winfield, Illinois 60190, its successors, assigns and legal representatives, the entire right, title and interest, in and to all subject matter invented by us and disclosed in U.S. Patent Application No. 12/062,217 which was filed on April 3, 2008 and is entitled

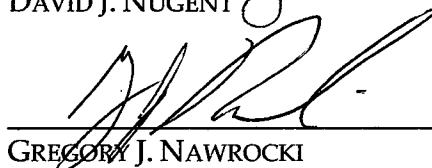
INITIAL CONTENT CUSTOMIZATION APPARATUS AND METHOD

and all Convention and Treaty rights of all kinds, and all rights in and to any continuation, continuation-in-part, and divisional application therefrom, and any reissue or re-examination as to any Letters Patent issuing therefrom, including the right to claim priority from said application, in all countries throughout the world, for all such subject matter described therein, including all rights of action and rights to recover damages for past infringements. We agree to sign all documents necessary to secure all said Letters Patent and rights, and request issuance of all said Letters Patent to the above assignee in accordance with this assignment.

August 1, 2008


DAVID J. NUGENT

AUGUST 1, 2008


GREGORY J. NAWROCKI

State of ILLINOIS)
) SS
County of DuPAGE)

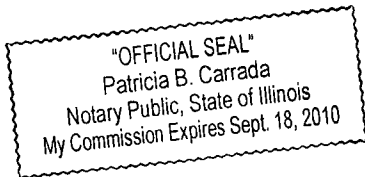
I hereby certify that before me in the County of DuPage in the State of Illinois, personally appeared DAVID J. NUGENT, personally known by me, who then and there was duly sworn by me, and under oath acknowledged that the foregoing assignment was duly signed, sealed, and delivered by him on the date appearing at the foot thereof.

August 1, 2008

Patricia B. Carrada
Notary Public

My Commission Expires:

Sept. 18, 2010



State of ILLINOIS)
) SS
County of DuPAGE)

I hereby certify that before me in the County of DuPage in the State of Illinois, personally appeared GREGORY J. NAWROCKI, personally known by me, who then and there was duly sworn by me, and under oath acknowledged that the foregoing assignment was duly signed, sealed, and delivered by him on the date appearing at the foot thereof.

August 1, 2008

Patricia B. Carrada
Notary Public

My Commission Expires:

Sept. 18, 2010

