

PATENT ASSIGNMENT

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Genesis Group Inc.	11/02/2008

RECEIVING PARTY DATA

Name:	Jeffrey Parsons
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PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11186951

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	20426-1
NAME OF SUBMITTER:	Signe J. Silver
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

UNITED STATES ASSIGNMENT

WHEREAS WE, **GENESIS GROUP INC.**, a corporation of **St. John's, Newfoundland, A1B 3X5, CANADA** of **220 Prince Phillip Drive, Spencer Hall**, have the full and exclusive right to the invention entitled **SYSTEM AND METHOD FOR ESTIMATING USER RATINGS FROM USER BEHAVIOR AND PROVIDING RECOMMENDATIONS** for which an application for United States Letters Patent was filed on July 22, 2005 as serial No. 11/186,951

AND WHEREAS, **JEFFREY PARSONS** and **PAUL RALPH**, whose full post address is, **Faculty of Business Administration, Memorial University of Newfoundland, 3rd Floor, Inco Centre, St. John's, Newfoundland, CANADA A1B 3X5**, has acquired from us the whole right, title and interest for the United States of America and all other countries in and to the said invention and in and to any Letters Patent that may be obtained therefor, and in and to said application.

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of all of which is hereby acknowledged, we, **GENESIS GROUP INC.**, by these presents confirm that we have sold, assigned and transferred and do hereby sell, assign and transfer unto said **JEFFREY PARSONS** and **PAUL RALPH**, the full and exclusive right to the said invention in the United States of America and all other countries and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor, and the entire right, title and interest in and to said application, and in and to any divisions, continuations, continuations-in-part and extensions of said application, together with the right to claim the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property based on said application for United States Letter Patent.

We agree that we will without further consideration do all such things and execute all such documents as may be necessary or desirable to obtain and maintain patents for said invention and for additions and modifications thereto in any and all countries, and to vest title thereto in said assignee, its successors, assigns and legal representatives or nominees.

We hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said **JEFFREY PARSONS** and **PAUL RALPH**, the assignees of the entire right, title and interest in and to the same, for its sole use and benefit, and for the use and benefit of its successors and assigns, to the full end of the term for which Letters Patent may be granted as fully and entirely as the same would have been held by us had this assignment and sale not been made.

The undersigned hereby grant(s) the firm of Bereskin & Parr (Box 401, 40 King Street West, Toronto, Ontario, Canada M5H 3Y2) the power to insert on this assignment any further identification 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.

SIGNED this 2nd day of November, 2008, at St. John's, N.L.

Sina Wason

Witness

David J. King

GENESIS Group Inc.

Name: David J. King

Title: President & CEO