

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
E. Diane Chang	03/13/2002
Richard E. Chatwin	03/13/2002
Sachin Kumar	03/20/2002
Sanjay Ranka	03/13/2002
James R. Weisinger	03/13/2002
Jason Lenderman	03/21/2002

RECEIVING PARTY DATA

Name:	Paramark, Inc.
Street Address:	1270 Oakmead Parkway
Internal Address:	#214
City:	Sunnyvale
State/Country:	CALIFORNIA
Postal Code:	94086

PROPERTY NUMBERS Total: 2

Property Type	Number
Application Number:	10024449
Application Number:	12179916

CORRESPONDENCE DATA

Fax Number: (877)769-7945

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (404) 892-5005

Email: gmr@fr.com

Correspondent Name: Tracy M. Hitt

Address Line 1: FISH & RICHARDSON P.C.

Address Line 2: P.O.BOX 1022

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PATENT

500803930

REEL: 022378 FRAME: 0776

CH \$80.00 10024449

ATTORNEY DOCKET NUMBER:

16113-1596001,1596002

NAME OF SUBMITTER:

Gina M. Reeder

Total Attachments: 4

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## ASSIGNMENT

WHEREAS, (1) E. DIANE CHANG, Mountain View, California; (2) RICHARD E. CHATWIN, Cupertino, California; (3) SACHIN KUMAR, \_\_\_\_\_; (4) SANJAY RANKA, Cupertino, California; (5) JAMES R. WEISINGER, Belmont, California; (6) JASON LENDERMAN, Los Angeles, California, have invented certain new and useful improvements in **SYSTEM AND METHOD FOR IMPROVING THE PERFORMANCE OF ELECTRONIC MEDIA ADVERTISING CAMPAIGNS THROUGH MULTI-ATTRIBUTE ANALYSIS AND OPTIMIZATION**, and have executed the accompanying application for a United States patent disclosing and identifying the invention; and

WHEREAS, PARAMARK, INC., a corporation of the State of Delaware, having a place of business at 1270 Oakmead Parkway, #214, Sunnyvale, California 94086 hereinafter termed "Assignee"), is desirous of acquiring the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventors (all collectively hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventors to have been received in full from said Assignee:

1. Said Inventors do hereby sell, assign, transfer and convey unto said Assignee, the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply for foreign patents on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.

2. Said Inventors hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (d) for filing and prosecuting applications for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventors in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, their heirs, legal representatives and assigns.

4. Said Inventors hereby warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventors have executed and delivered this instrument to said Assignee on the dates set forth below:

3/13/02  
Date

3/13/02  
Date

3/13/02  
Date

3-13-02  
Date

                      
Date

Diane Chang  
(1) E. DIANE CHANG

Richard E. Chatwin  
(2) RICHARD E. CHATWIN

Sachin Kumar  
(3) SACHIN KUMAR

Sanjay Ranka  
(4) SANJAY RANKA

James R. Weisinger  
(5) JAMES R. WEISINGER

Jason Lenderman  
(6) JASON LENDERMAN

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IN WITNESS WHEREOF, the said Inventors have executed and delivered this instrument to said Assignee on the dates set forth below:

Date

(1) E. DIANE CHANG

Date

(2) RICHARD E. CHATWIN

03/20/02

Date

(3) SACHIN KUMAR

3/22/2002

Date

(4) SANJAY RANKA

Date

(5) JAMES R. WEISINGER

Date

(6) JASON LENDERMANN

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(2) RICHARD E. CHATWIN

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(3) SACHIN KUMAR

Date

(4) SANJAY RANKA

Date

(5) JAMES R. WEISINGER

Date

3/21/2002

(6) JASON LENDERMAN

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