

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Angelo D'Imporzano	03/12/2009
Davide Olivieri	03/12/2009
Francesco Trainiti	03/12/2009
Massimiliano Parri	03/12/2009
<b>RECEIVING PARTY DATA</b>	
Name:	Accenture S.p.A.
Street Address:	Largo Donegani 2
City:	Milano
State/Country:	ITALY
Postal Code:	20121
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	12406542
<b>CORRESPONDENCE DATA</b>	
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ATTORNEY DOCKET NUMBER:	10022/1140
NAME OF SUBMITTER:	Marc V. Richards

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Total Attachments: 3  
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Attorney Docket No. 10022/1140 and 1267

**ASSIGNMENT**

**WHEREAS**, Angelo D'Imporzano, a citizen of Italy who resides at Viale Piave 4, 20100 Milano, Italy, Davide Olivieri, a citizen of Italy who resides at Via Erminio Macario 42, 00125 Roma, Italy, Francesco Trainiti, a citizen of Italy who resides at Via Tertulliano 37, 20137 Milano, Italy, and Massimiliano Parri a citizen of Italy who resides at Via Galileo Galilei 15F, 56031 Bientina (PISA), Italy, ("Assignors"), have made the inventions ("Inventions") described in the United States patent application titled "**CONSUMER AND SHOPPER ANALYSIS SYSTEM**" bearing attorney docket number 10022/1140, executed on or about the same date as this Confirmation, which claims priority to Italian patent application no. TO2008A000434, filed on June 5, 2008, in the Italian Patent Office ("Patent Applications");

**WHEREAS**, Accenture S.p.A., an Italian company having a place of business at Largo Donegani 2, Milano, Italy ("Assignee") desires to acquire the entire right, title and interest in and to said Inventions, said Patent Applications identified above, 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 the Assignors, the 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 Inventions and Patent Applications, 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

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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, the Assignors hereby covenant 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 the 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 Assignors 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, while employed by Employer. The Assignors agree to assist Employer as noted above in this paragraph even after the term of employment by Employer, if Employer deems that Assignor assistance is necessary in any proceeding. Employer agrees to compensate the Assignors for such assistance according to mutually agreeable and reasonable terms.

The Assignors grant Assignee a limited power of attorney to execute, or have executed, for or on behalf of that Assignors, 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 Assignors no rights with respect to anything assigned hereunder, nor establishes any attorney-client relationship between Assignors and Assignee or Assignors and any attorney working on behalf of Assignee. The Assignors also agree that there is no actual or implied attorney-client relationship

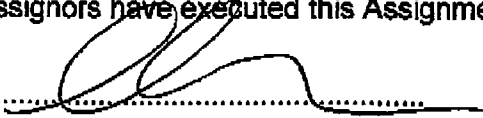
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between that Assignor and any attorney of Assignee, its affiliates, subsidiaries or parent companies, by virtue of the preparation and prosecution of any U.S. or foreign applications for patents hereunder, any employment or consulting relationship between the Assignors and Assignee or any other company, or by virtue of this Assignment or Confirmation of Ownership or any term thereof.

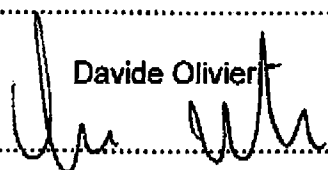
The Assignors hereby authorize and request the Commissioner of Patents to issue said Letters Patent or Patents of the United States to the Assignee, in accordance with the terms of this Assignment, and for the sole use of the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, the Assignors have executed this Assignment.

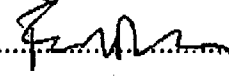
SIGNED by Inventor  
Angelo D'Imporzano

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) Angelo D'Imporzano  
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) 12/03/09 Date

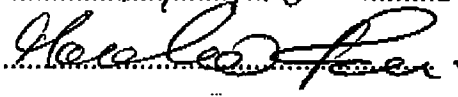
SIGNED by Inventor  
Davide Olivieri

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) Davide Olivieri  
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) Date

SIGNED by Inventor  
Francesco Trainiti

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) Francesco Trainiti  
)  
) 12/03/09 Date

SIGNED by Inventor  
Massimiliano Parri

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) Massimiliano Parri  
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) 12/03/09 Date