

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
H. Brett Humphreys	04/20/2009
David Shimko	04/13/2009
RECEIVING PARTY DATA	
Name:	AssetDeployment LLC
Street Address:	1325 Sixth Avenue, 27th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12343394
CORRESPONDENCE DATA	
Fax Number:	(415)875-5700
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	4158755744
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Correspondent Name:	Brett Lovejoy c/o JONES DAY
Address Line 1:	222 East 41st St.
Address Line 4:	New York, NEW YORK 10017
ATTORNEY DOCKET NUMBER:	12557-002-999
NAME OF SUBMITTER:	Brett Lovejoy
Total Attachments: 2 source=Assignment_12557_002_999#page1.tif source=Assignment_12557_002_999#page2.tif	

CH \$40.00 12343394

ASSIGNMENT

WHEREAS, WE, H. Brett Humphreys and David Shimko, ASSIGNORS, both citizens of the United States, residing in Hastings-on-Hudson, New York, and New York New York, respectively, are the inventors of the invention in METHODS AND APPARATUS FOR DETERMINING AN EFFECT OF A SELECTION for which we have executed an application for a Patent of the United States

- which is executed on even date herewith or
- which is identified by Jones Day docket no. 12557-002-999
- which was filed on December 23, 2008, Application No. 12/343,394
- We hereby authorize and request attorney(s), at Jones Day, to insert here in parentheses (Application number, _____ filed _____) the filing date and application number of said application when known.

and WHEREAS, AssetDeployment LLC, ASSIGNEE, and having an office for the transaction of business at 1325 Sixth Avenue, 27th Floor, New York, New York 10019, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof:

AND WE HEREBY authorize and request the Commissioner for Patents and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date APRIL 20, 2009 H. Brett Humphreys L.S.
H. Brett Humphreys

Date _____, 2009 _____ L.S.
David Shimko

Sworn to before me this 20th day of April 2009

Vanessa H. Merton
Notary Public, State of New York
No. 4981940
Qualified in Westchester County
Commission Expires May 2011

Vanessa H. Merton

ASSIGNMENT

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IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date _____, 2009 _____ L.S.

H. Brett Humphreys

Date 4/13, 2009 _____ L.S.

David Shimko

signed before me by David Shimko on April 13, 2009

*Carol J. Smith
State of Illinois
County of Cook*

