

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Douglas Macrae</td> <td>05/29/2009</td> </tr> <tr> <td>Thomas Westberg</td> <td>06/01/2009</td> </tr> <tr> <td>John O'Keefe</td> <td>06/02/2009</td> </tr> </tbody> </table>		Name	Execution Date	Douglas Macrae	05/29/2009	Thomas Westberg	06/01/2009	John O'Keefe	06/02/2009		
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>38 STUDIOS, LLC</td> </tr> <tr> <td>Street Address:</td> <td>5 Clock Tower Place</td> </tr> <tr> <td>City:</td> <td>Maynard</td> </tr> <tr> <td>State/Country:</td> <td>MASSACHUSETTS</td> </tr> <tr> <td>Postal Code:</td> <td>01754</td> </tr> </table>		Name:	38 STUDIOS, LLC	Street Address:	5 Clock Tower Place	City:	Maynard	State/Country:	MASSACHUSETTS	Postal Code:	01754
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PROPERTY NUMBERS Total: 2											
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CORRESPONDENCE DATA											
<p>Fax Number: (626)577-8800</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: pto@cph.com</p> <p>Correspondent Name: CHRISTIE, PARKER & HALE, LLP</p> <p>Address Line 1: P.O. Box 7068</p> <p>Address Line 4: Pasadena, CALIFORNIA 91109-7068</p>											
ATTORNEY DOCKET NUMBER:	60059/M1002										
NAME OF SUBMITTER:	Wesley W. Monroe										
<p>Total Attachments: 3</p> <p>source=60059assignment#page1.tif</p>											

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PATENT
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ASSIGNMENT

WHEREAS, WE, DOUGLAS MACRAE, THOMAS WESTBERG, AND JOHN O'KEEFE, residing at 23 Cart Path Road, Weston, MA 02493; 553 Sudbury Road, Stow, MA 01775; and 28 Wild Wood Road, Stow, MA 01775, respectively, have invented certain new and useful improvements disclosed in an application for United States Letters Patent entitled **SYSTEM AND METHOD FOR GENERATING TARGETED NEWSLETTERS**, filed June 18, 2007, Application No. 11/764,788, together with claim to the priority of United States Provisional Application No. 60/814,164, filed June 16, 2006.

AND WHEREAS 38 STUDIOS, LLC, a Massachusetts limited liability company, having a place of business at 5 Clock Tower Place, Maynard, Massachusetts 01754 (hereafter, together with any successors, legal representatives or assigns thereof, called "ASSIGNEE") wants to acquire the entire right, title and interest in and to said improvements and 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 have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to ASSIGNEE the entire right, title and interest in and to said improvements, and said application and all divisions and continuations thereof, and all United States Letters Patents which may be granted thereon and all reissues, reexaminations and extensions thereof, including the right to sue or otherwise bring action and to collect and receive damages therefrom, for past infringement thereof, and all priority rights under all available International Agreements, Treaties and Conventions for the protection of intellectual property in its various forms in every participating country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries, and all patents (including all continuations, divisions, extensions, renewals, substitutes, and reissues thereof) granted for said improvements in any foreign countries; and we hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to ASSIGNEE in accordance with the terms of this Assignment;

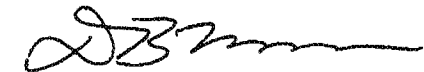
AND WE HEREBY covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith;

AND WE HEREBY further covenant and agree that we will communicate to ASSIGNEE any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE to obtain and enforce proper patent protection for said improvements in all countries.

ASSIGNMENT
Docket No. 60059/M1002

Joint

IN TESTIMONY WHEREOF, I hereunto set my hand this 29TH day of MAY,
20 09




Douglas Macrae

STATE OF MASSACHUSETTS)
COUNTY OF Middlesex)

On June 1, 2009 before me, Diane A. Wells,
Notary Public, personally appeared Douglas Macrae, who proved to me on the basis of
satisfactory evidence to be the person whose name is subscribed to the within instrument and
acknowledged to me that he executed the same in his authorized capacity, and that by his
signature on the instrument the person, or the entity upon behalf of which the person acted,
executed the instrument.


I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the
foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature of Notary (Seal)

IN TESTIMONY WHEREOF, I hereunto set my hand this 1 day of June,
20 09.



Thomas Westberg

STATE OF MASSACHUSETTS)
COUNTY OF Middlesex)

On June 1, 2009 before me, Diane A. Wells,
Notary Public, personally appeared Thomas Westberg, who proved to me on the basis of
satisfactory evidence to be the person whose name is subscribed to the within instrument and
acknowledged to me that he executed the same in his authorized capacity, and that by his
signature on the instrument the person, or the entity upon behalf of which the person acted,
executed the instrument.

ASSIGNMENT
Docket No. 60059/M1002

Joint

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Diane A. Wells
Signature of Notary (Seal)

IN TESTIMONY WHEREOF, I hereunto set my hand this 1 day of June, 2009.

John O'Keefe
John O'Keefe

STATE OF MASSACHUSETTS
COUNTY OF Middlesex

On June 2, 2009 before me, Diane A. Wells,
Notary Public, personally appeared John O'Keefe, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Diane A. Wells
Signature of Notary (Seal)

WWM/asl

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