

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Jamie Rapperport</td><td>05/28/2009</td></tr><tr><td>Jeffrey D. Johnson</td><td>05/18/2009</td></tr><tr><td>Gianpaolo Callioni</td><td>05/21/2009</td></tr><tr><td>Allan David Ross Gray</td><td>05/18/2009</td></tr><tr><td>Sean P. Geraghty</td><td>05/13/2009</td></tr><tr><td>Vlad Gorlov</td><td>05/22/2009</td></tr><tr><td>Amit Mehra</td><td>05/22/2009</td></tr></tbody></table>		Name	Execution Date	Jamie Rapperport	05/28/2009	Jeffrey D. Johnson	05/18/2009	Gianpaolo Callioni	05/21/2009	Allan David Ross Gray	05/18/2009	Sean P. Geraghty	05/13/2009	Vlad Gorlov	05/22/2009	Amit Mehra	05/22/2009
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<table border="1"><tr><td>Name:</td><td>Vendavo, Inc.</td></tr><tr><td>Street Address:</td><td>1029 Corporation Way</td></tr><tr><td>City:</td><td>Palo Alto</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94303</td></tr></table>		Name:	Vendavo, Inc.	Street Address:	1029 Corporation Way	City:	Palo Alto	State/Country:	CALIFORNIA	Postal Code:	94303						
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<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12408868</td></tr></tbody></table>		Property Type	Number	Application Number:	12408868												
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CORRESPONDENCE DATA																	
Fax Number: (925)736-3974 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone: 925-570-8198																	
Email: garcia.loretta@gmail.com																	
Correspondent Name: Kang S. Lim																	
Address Line 1: 3494 Camino Tassajara Rd., #436																	
Address Line 4: Danville, CALIFORNIA 94506																	
ATTORNEY DOCKET NUMBER:	VN-0902																

OP \$40.00 12408868

500878093

PATENT
REEL: 022785 FRAME: 0244

NAME OF SUBMITTER:

Kang S. Lim

Total Attachments: 7

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ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set for in the patent application entitled:

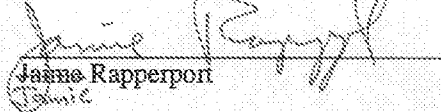
SYSTEM AND METHODS FOR CALIBRATING PRICING POWER AND RISK SCORES

(A/N 12/408,868, Atty. Docket No.: VN-0902, filed March 23, 2009) for which I (we) have executed an application for a United States Letters Patent.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/We the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to **Vendavo, Inc.**, a Delaware corporation, with a place of business located at 1029 Corporation Way, Palo Alto, California 94303, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
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- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- | | | |
|----|----------------------|--|
| 1) | Date: <u>5/28/09</u> | Signature: <u></u>
Jaime Rapperport |
| 2) | Date: _____ | Signature: _____
Jeffrey D. Johnson |
| 3) | Date: _____ | Signature: _____
Gianpaolo Callioni |
| 4) | Date: _____ | Signature: _____
Allan David Ross Gray |
| 5) | Date: _____ | Signature: _____
Sean Geraghty |
| 6) | Date: _____ | Signature: _____
Vlad Gorlov |
| 7) | Date: _____ | Signature: _____
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Signed on the date(s) indicated beside my (our) signature(s).

1)	Date: _____	Signature: _____	Jaime Rappaport
2)	Date: <u>16-May-2009</u>	Signature: _____	Jeffrey D. Johnson
3)	Date: _____	Signature: _____	Gianpaolo Callioni
4)	Date: _____	Signature: _____	Allan David Ross Gray
5)	Date: _____	Signature: _____	Sean Geraghty
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2)	Date: _____	Signature: _____	Jeffrey D. Johnson
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5)	Date: <u>May 13, 2009</u>	Signature: <u>Sean P. Geraghty</u>	Sean Geraghty
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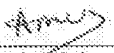
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