

06-17-2009



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To the Director of the U.S. Patent and T

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ments or the new address(es) below.

1. Name of conveying party(ies)

Memetrics Holdings Pty Limited

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) October 23, 2008

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

2. Name and address of receiving party(ies)

Name: Accenture Global Services GmbH

Internal Address: _____

Street Address: Herrenacker 15

CH-8200 Schaffhausen

City: _____

State: _____

Country: Switzerland

Zip: _____

Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Ashok K. Mannava

Internal Address: _____

Street Address: 11240 Waples Mill Road

Suite 300

City: Fairfax

State: VA

Zip 22030

Phone Number: 703-652-3822

Fax Number: 703-865-5150

Email Address: ashokm@mannavakang.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$40

- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 503290

Authorized User Name Ashok Mannava

9. Signature:

Signature

Date

June 10, 2009

Ashok K. Mannava
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

6-10-09

Table of Contents (Selected Documents)

Date	Code	Pages	Annotation	Source	PackageID
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ASSIGNMENT

THIS ASSIGNMENT, by Memetrics Holdings Pty Limited (hereinafter referred to as the "Assignor"), of Level 15 141 Walker Street North Sydney NSW 2060 Australia:

WHEREAS, said Assignor has intellectual property rights in the invention(s) described in the PCT patent application PCT/US2007/087200, entitled **CROSS CHANNEL OPTIMIZATION SYSTEMS AND METHODS**, which was filed on December 20, 2007; and

WHEREAS said Assignor has obligations with one or more Country Companies within the Accenture Organization (comprising Accenture Limited, Accenture SCA and their subsidiaries) to assign inventions to such Country Companies and/or other entities as such Country Companies designate; and

WHEREAS each such Country Company within the Accenture Organization has entered into contractual arrangements pursuant to an Intellectual Property Services Agreement with Accenture Global Services GmbH, a limited liability company duly organized under and pursuant to the laws of Switzerland as a judicial person, and having a place of business at Geschäftshaus Hentnacker 15, 8200 Schaffhausen, Switzerland (hereinafter referred to as either "AGS" or the "Assignee"), to authorize immediate assignment or to immediately assign to AGS all inventions, patent applications, Letters Patent or Patents and other intellectual property developed by such Country Company and its employees, agents, consultants and others; and

WHEREAS, pursuant to these arrangements AGS is desirous of acquiring the entire right, title and interest in and to said inventions, said application for Letters Patent, 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 the Assignor, the receipt of which is hereby acknowledged by the Assignor, said Assignor has 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 above-mentioned invention, PCT application PCT/US2007/087200, applications for Letters Patent, 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 or claim priority, 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 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.

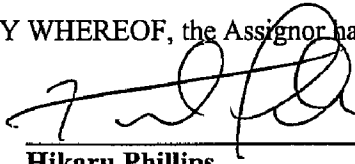
For the above-recited consideration, each of said Assignors hereby covenants and agrees to execute and deliver to the Assignee, its successors, legal representatives or assigns, all papers and documents that may be required to carry out the terms of this Assignment, and take all lawful oaths, provide 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 said 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 Assignor 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.

The Assignor grants Assignee a limited power of attorney to execute, or have executed, for or on behalf of that Assignor, whatever papers are required to file or prosecute the PCT patent application PCT/US2007/087200, other 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 Assignor no rights with respect to anything assigned hereunder, nor establishes any attorney-client relationship between Assignor and Assignee or Assignor and any attorney working on behalf of Assignee. Each Assignor also agrees that there is no actual or implied attorney-client relationship 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 that Assignor and Assignee or any other company, or by virtue of this Assignment or any term thereof

Said Assignor hereby authorizes and request the Commissioner of Patents to issue said Letters Patent or Patents of the United States to AGS as the Assignee of said inventions, patent applications and the Letters Patent or Patents to be issued thereon for the sole use of AGS, its successors and assigns in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignor have executed this Assignment.

Oct 23, 2008
Date



Hikaru Phillips
CEO
Memetrics Holdings Pty Limited