

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ACXIOM DIGITAL, INC.	09/15/2009
RECEIVING PARTY DATA	
Name:	ACXIOM CORPORATION
Street Address:	601 E. 3RD STREET
City:	LITTLE ROCK
State/Country:	ARKANSAS
Postal Code:	72201
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10865180
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ATTORNEY DOCKET NUMBER:	019556-001310US
NAME OF SUBMITTER:	SHERRI HALE
Total Attachments: 2 source=AcxiomDigital_to_AcxiomCorporation#page1.tif source=AcxiomDigital_to_AcxiomCorporation#page2.tif	

CH \$40.00 10865180

Attorney Docket No.: 019556-001310US
and Attorney Docket No.: 019556-001320US

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, Acxiom Digital, Inc., a Delaware corporation, hereinafter referred to as "Assignor," is the owner of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: SECURE DATA EXCHANGE TECHNIQUE
Filing Date: June 9, 2004 and _____
Application No.: 10/865,180 and _____ ; and

WHEREAS, Acxiom Corporation, located at 601 E. 3rd Street, Little Rock, Arkansas 72201, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignor, Assignor has assigned, and by these presents does assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignor further agrees that it will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignor hereby authorizes and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

Assignment

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IN TESTIMONY WHEREOF, Assignor has signed with an authorized signature on the date indicated.

Dated: 2/15/2009

Telephone: 630.944.0416


signature

Timothy J. Suther
Timothy J. Suther,
Officer of Axiom Digital, Inc.

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