

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Richard C. Fuisz	07/08/2005
RECEIVING PARTY DATA	
Name:	Fuisz IP LLC
Street Address:	1100 Connecticut Avenue
Internal Address:	Suite 440
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20036
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11515464
CORRESPONDENCE DATA	
Fax Number:	(215)568-3439
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2155683100
Email:	gmassimino@woodcock.com
Correspondent Name:	Woodcock Washburn LLP
Address Line 1:	2929 Arch Street
Address Line 2:	Cira Centre, 12th Floor
Address Line 4:	Philadelphia, PENNSYLVANIA 19104
ATTORNEY DOCKET NUMBER:	**MC-0007
NAME OF SUBMITTER:	Gina Massimino

CH \$40.00 11515464

Total Attachments: 3
 source=AssignmentInventortoFuisz LLC#page1.tif
 source=AssignmentInventortoFuisz LLC#page2.tif

501027395

**PATENT
 REEL: 023580 FRAME: 0806**

ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, **Richard C. Fuisz, M.D.**, a natural person, ("**Assignor**"), does hereby sell, assign, transfer and convey unto FUISZ IP LLC, a DC limited liability company, having an office at 1100 Connecticut Ave, Suite 440, Washington, DC 20036 ("**Assignee**"), all of Assignor's right, title and interest in and to the patent applications and patents listed below, any patents, registrations, or certificates of invention issuing on any patent applications listed below, the inventions disclosed in any of the foregoing, any and all counterpart United States, international and foreign patents, applications and certificates of invention based upon or covering any portion of the foregoing, and all reissues, re-examinations, divisionals, renewals, extensions, provisionals, continuations and continuations-in-part of any of the foregoing (collectively "**Patent Rights**"):

	<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title and Inventor(s)</u>
IVMC-0002	<u>USP 6,718,310</u> <u>"Methods for determining customer motivations in purchasing decisions"</u>	<u>USA</u>	<u>July 12, 1999</u>	<u>Richard C. Fuisz and Joseph Fuisz</u>
IVMC-0004	<u>USP 6,389,455</u> <u>"Method and apparatus for bouncing electronic messages"</u>	<u>USA</u>	<u>September 22, 1998</u>	<u>Richard C. Fuisz</u>
IVMC-0005	<u>USP 6,643,688</u> <u>"Method and apparatus for bouncing electronic messages"</u>	<u>USA</u>	<u>April 2, 2002</u>	<u>Richard C. Fuisz</u>
IVMC-0003	<u>App. 10/805,345</u> <u>Continuation of USP 6,718,310 (see above)</u>	<u>USA</u>	<u>September 23, 2004</u>	<u>Richard C. Fuisz and Joseph Fuisz</u>
IVMC-0006	<u>App. 10/641,110</u> <u>Continuation of USP 6,389,455 and 6,643,688 (see above)</u>	<u>USA</u>	<u>August 15, 2003</u>	<u>Richard C. Fuisz</u>

Assignor represents, warrants and covenants that: (i) it is the sole owner, assignee and holder of record title to the Patent Rights identified above.

Assignor further agrees to and hereby does sell, assign, transfer and convey unto Assignee all rights: (i) in and to causes of action and enforcement rights for the Patent Rights including all rights to pursue damages, injunctive relief and other remedies for past and future infringement of the Patent Rights, and (ii) to apply in any or all countries of the world for patents, certificates of invention or other governmental grants for the Patent Rights, including without limitation under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement or understanding. Assignor also hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents or certificates of invention which may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

Assignor will, at the reasonable request of Assignee and without demanding any further consideration therefor, do all things necessary, proper, or advisable, including without limitation the execution, acknowledgment and recordation of specific assignments, oaths, declarations and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, sustaining, and/or enforcing the Patent Rights. Such assistance shall include providing, and obtaining from the respective inventors, prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, powers of attorney, specifications, declarations or other papers and other assistance reasonably necessary for filing patent applications, complying with any duty of disclosure, and conducting prosecution, reexamination, reissue, interference or other priority proceedings, opposition proceedings, cancellation proceedings, public use proceedings, infringement or other court actions and the like with respect to the Patent Rights.

The terms and conditions of this Assignment shall inure to the benefit of Assignee, its successors, assigns and other legal representatives, and shall be binding upon Assignor, its successor, assigns and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patents was executed on July 8, 2005.

ASSIGNOR

By: 

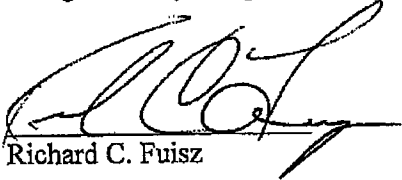
Name: Richard D. O'Farrell

Title: _____

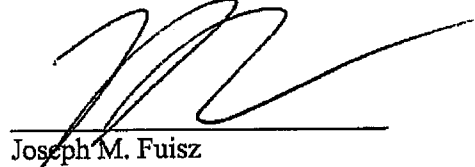
MEMBER CONSENT OF FUISZ IP LLC

This unanimous written consent of Members is entered into as of this 8th day of July 2005 by and between the members of FUISZ IP LLC

Resolved, entry into the Patent Purchase Agreement, a draft of which is attached hereto as Exhibit A, with Meyer Cordless, and the assignment completed thereby, with any changes as may be agreed to by either Member of FUISZ IP LLC, is hereby approved.



Richard C. Fuisz



Joseph M. Fuisz