

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
<b>CONVEYING PARTY DATA</b>															
<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>Igor Y. Gershfang</td> <td>11/18/2009</td> </tr> <tr> <td>Rick A. Hamilton Jr.</td> <td>11/10/2009</td> </tr> <tr> <td>Neil A. Katz</td> <td>11/19/2009</td> </tr> <tr> <td>James W. Seaman</td> <td>11/10/2009</td> </tr> <tr> <td>Adam R. Snopek</td> <td>11/12/2009</td> </tr> <tr> <td>Richard Young</td> <td>11/12/2009</td> </tr> </tbody> </table>		Name	Execution Date	Igor Y. Gershfang	11/18/2009	Rick A. Hamilton Jr.	11/10/2009	Neil A. Katz	11/19/2009	James W. Seaman	11/10/2009	Adam R. Snopek	11/12/2009	Richard Young	11/12/2009
Name	Execution Date														
Igor Y. Gershfang	11/18/2009														
Rick A. Hamilton Jr.	11/10/2009														
Neil A. Katz	11/19/2009														
James W. Seaman	11/10/2009														
Adam R. Snopek	11/12/2009														
Richard Young	11/12/2009														
<b>RECEIVING PARTY DATA</b>															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>International Business Machines Corporation</td> </tr> <tr> <td>Street Address:</td> <td>New Orchard Road</td> </tr> <tr> <td>City:</td> <td>Armonk</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10504</td> </tr> </table>		Name:	International Business Machines Corporation	Street Address:	New Orchard Road	City:	Armonk	State/Country:	NEW YORK	Postal Code:	10504				
Name:	International Business Machines Corporation														
Street Address:	New Orchard Road														
City:	Armonk														
State/Country:	NEW YORK														
Postal Code:	10504														
<b>PROPERTY NUMBERS Total: 1</b>															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12628383</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12628383										
Property Type	Number														
Application Number:	12628383														
<b>CORRESPONDENCE DATA</b>															
<p>Fax Number: (518)456-7004  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (518) 456-7084        Email: kjones@kdiplaw.com        Correspondent Name: Keohane &amp; D'Alessandro PLLC        Address Line 1: 1881 Western Avenue        Address Line 2: Suite 180        Address Line 4: Albany, NEW YORK 12203</p>															
ATTORNEY DOCKET NUMBER:	END920090016US1														

CH \$40.00 12628383

**501028250**

**PATENT  
 REEL: 023584 FRAME: 0698**

NAME OF SUBMITTER:

Ronald A. D'Alessandro

**Total Attachments: 6**

source=END920090016US1\_SignedAssignment#page1.tif

source=END920090016US1\_SignedAssignment#page2.tif

source=END920090016US1\_SignedAssignment#page3.tif

source=END920090016US1\_SignedAssignment#page4.tif

source=END920090016US1\_SignedAssignment#page5.tif

source=END920090016US1\_SignedAssignment#page6.tif

## PATENT ASSIGNMENT FORM

For and in consideration of good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor acknowledges his/her prior and ongoing obligation to sell, assign, and transfer, and agrees to sell, assign, and transfer the entire world wide right, title and interest for the United States and all foreign countries, in and to any and all inventions and improvements conceived during and within the scope of his/her employment, and further acknowledges that he/she has sold, assigned, and transferred, and hereby sells, assigns, and transfers, unto:

**INTERNATIONAL BUSINESS MACHINES CORPORATION**  
**Armonk, New York 10504**

a corporation of New York, and IBM desires to acquire all right, title, and interest, in and to the certain inventions (identified below), applications, and any United States and foreign patents to be obtained therefore relating to:

**EVALUATING ADVERTISING EFFECTIVENESS IN A VIRTUAL UNIVERSE**

United States Patent

as set forth in United States Patent Application executed by each undersigned inventor on the date indicated by each inventor signature below, and further identified by **Attorney Docket Number END920090016US1**; executed concurrently herewith

for and to said United States Patent Application including any and all divisions or continuations thereof and in and to any and all Letters Patent of the United States and foreign patents and all rights of priority to be obtained therefore which may issue on any such application or for said invention therein disclosed, including any and all reissues or extensions thereof, to be held and enjoyed by, its successors, legal representatives and assigns to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made;

Each undersigned inventor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all such Letters Patent to IBM, its successors and assigns, in accordance herewith;

Each undersigned inventor warrants and covenants that he/she has the full and unencumbered right to sell and assign the interests hereby sold and assigned and that he/she has not executed and will not execute any document or instrument in conflict herewith;

Each undersigned inventor further covenants and agrees that he/she, upon the request and at the expense of the IBM, will execute and deliver any papers, make all rightful oaths, testify in any legal proceeding relating to said inventions and improvements, communicate to the IBM all facts known to the undersigned relating to such inventions and improvements and the history thereof; and perform all other lawful acts deemed necessary or desirable by IBM, and its legal representatives, to secure, maintain, and enforce patent protection for such inventions and improvements and for vesting title to such inventions and improvements in the IBM, and in particular to perfect title to said above-identified certain inventions, and applications including divisions and continuations thereof, and any and all Letters Patent which may be granted therefore or thereon, including reissues, extensions, or counterparts;

Each undersigned inventor hereby grants the IBM and the firm of the power to insert in this Assignment any further identification which may be necessary or desirable for recordation of this Assignment.

This assignment is governed by the substantive laws of the state of New York.

Executed by Inventor 1 of 6

---

Signature: Igor Gershfang Date: 11-18-09  
**Igor Y. Gershfang**

Executed by Inventor 2 of 6

---

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**Rick A. Hamilton II**

Executed by Inventor 3 of 6

---

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**Neil A. Katz**

Executed by Inventor 4 of 6

---

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**James W. Seaman**

PATENT  
DOCKET NO.: END920090016US1

Executed by Inventor 1 of 6

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Igor Y. Gershfang

Executed by Inventor 2 of 6

Signature:  Date: Nov-10, 2009  
Rick A. Hamilton II

Executed by Inventor 3 of 6

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Neil A. Katz

Executed by Inventor 4 of 6

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
James W. Seaman


Executed by Inventor 1 of 6

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**Igor Y. Gershfang**

Executed by Inventor 2 of 6

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**Rick A. Hamilton II**

Executed by Inventor 3 of 6

Signature:  Date: 11/19/2005  
**Neil A. Katz**

Executed by Inventor 4 of 6

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**James W. Seaman**

Executed by Inventor 1 of 6

---

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**Igor Y. Gershfang**

Executed by Inventor 2 of 6

---

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**Rick A. Hamilton II**

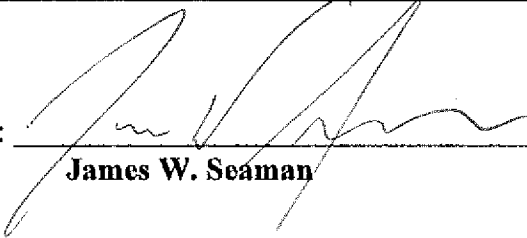
Executed by Inventor 3 of 6

---

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**Neil A. Katz**


Executed by Inventor 4 of 6

---

Signature:  Date: 11-10-2009  
**James W. Seaman**

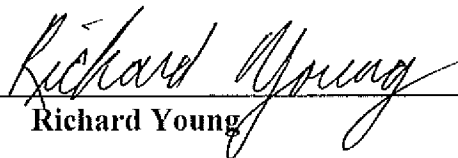
Executed by Inventor 5 of 6

---

Signature:  Date: 11-12-09  
Adam R. Snopek

Executed by Inventor 6 of 6

---

Signature:  Date: 11/12/09  
Richard Young