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Atty Ref/Docket No.: 2704.109US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mona Singh

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ OtherExecution Date: December 21, 2009

2. Name and address of receiving party(ies):

Name: Teradata US, Inc.Street Address: Law Department, Teradata Corporation,
2835 Miami Village DriveCity: Miamisburg State: OH Zip: 45342Additional name(s) & address(es) attached? ☐ Yes
☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 12/643,444, filed December 21, 2009

Additional numbers attached? ☐ Yes ☒ No

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

Name: Joseph P. Mehrle

Address:

Schwegman, Lundberg & Woessner, P.A.
P.O. Box 2938
Minneapolis, MN 55402-09386. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41): \$ 40.00☐ Enclosed☒ Authorized to be charged to deposit account
50-43708. Please charge any additional fees or credit any over payments to our Deposit Account No.: 50-4370**DO NOT USE THIS SPACE**

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Joseph P. Mehrle/Reg. No. 45,535

Name of Person Signing

Signature

01-21-2010

Date

Total number of pages including cover sheet: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Mail Stop Assignment Recordation Services
P.O. Box 1450
Alexandria, VA 22313-1450**PATENT****700427541****REEL: 023829 FRAME: 0572**

CH \$40.00 504370 12643444

Attorney Docket No. 2704.109US1
Client Ref. No. 20514

ASSIGNMENT

WHEREAS, I, Mona Singh, residing at 406 Midenhall Way, Cary, NC 27513, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent entitled SYSTEM AND METHOD FOR SETTING GOALS AND MODIFYING SEGMENT CRITERIA COUNTS:

WHEREAS, I hereby authorize and request the attorneys, representing Teradata US, Inc. on this application, at Schwegman, Lundberg & Woessner, P.A., located at 121 South Eighth Street, Suite 1600, Minneapolis, MN 55402, to insert here in parentheses (Ser. No. 12/643,444; Filing Date: Dec. 21, 2009) the filing date and application number of said application when known.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, ASSIGN AND TRANSFER to Teradata US, Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at Law Department, Teradata Corporation, 2835 Miami Village Drive, Miamisburg, OH 45342, the entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 26890 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

Additional Application Information

No Provisional claim for priority is being made at this time.

No U.S. Non-Provisional claim for priority is being made at this time.

No International or foreign claim for priority is being made at this time.

Docket No: 2704.109US1

Assignment

Client Ref. No. 20514

Assignors: Mona Singh

Title: SYSTEM AND METHOD FOR SETTING GOALS AND MODIFYING SEGMENT CRITERIA COUNTS

Page 2 of 2

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and/or property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such improvements in the Assignee, or for securing, maintaining and enforcing proper patent protection for such improvements;

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned, and is to extend to the benefit of the successors, assigns and nominees of the Assignee.

AGREED as of the date of my signature below:

Inventor: 1:

(Signature):

Name: Mona Singh

Date:

12-21-09

SCHWEGMAN ■ LUNDBERG ■ WOESSNER
PATENT, TRADEMARK & COPYRIGHT ATTORNEYS

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Minneapolis, MN 55402

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Date: January 21, 2010Time: 1:38 P.M.
(Minneapolis, Minn.)TO: Commissioner for Patents
Attn: Assignment Recordation Services
Patent Examining Corps
Facsimile Center
P.O. Box 1450
Alexandria, VA 22313-1450

FROM: Joseph P. Mehrle

OUR REF: 2704.109US1

FAX NUMBER 571-273-0140

Documents Transmitted:

Assignment (2 pages), Assignment Recordation Form Cover Sheet (1 page), authorization to charge Deposit Account No. 19-0743 in the amount of \$40.00 to cover the Assignment Recording Fee.Total pages of this transmission, including cover letter: (4 pgs)

If you do NOT receive all of the pages described above, please telephone us at 612-373-6900 or fax us at 612-339-3061.

In re. Patent Application of: Mona Singh

Serial No.: 12/643,444

Filed: December 21, 2009

Examiner:

Group Art Unit:

Docket No.: 2704.109US1

Title: SYSTEM AND METHOD FOR SETTING GOALS AND MODIFYING SEGMENT
CRITERIA COUNTS

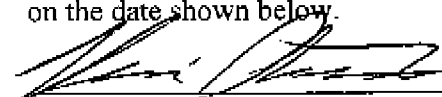
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By: Joseph P. Mehrle

Name: Joseph P. Mehrle

Reg. No. 45,535

I hereby certify that this paper is being transmitted by facsimile to the U.S. Patent and Trademark Office on the date shown below.


Kevin AustadDate 1/21/10