

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Paritosh Desai	02/12/2010
Kamal Gajendran	02/12/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	DemandTec, Inc.
<b>Street Address:</b>	1 Franklin Parkway, Building 910
<b>City:</b>	San Mateo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94403
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12626666
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(925)736-3974
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	925-570-8198
<b>Email:</b>	garcia.loretta@gmail.com
<b>Correspondent Name:</b>	Kang S. Lim
<b>Address Line 1:</b>	3494 Camino Tassajara Rd. #436
<b>Address Line 4:</b>	Danville, CALIFORNIA 94506
<b>ATTORNEY DOCKET NUMBER:</b>	DT-0902
<b>NAME OF SUBMITTER:</b>	Kang S. Lim
Total Attachments: 1 source=DT0902-Assignment#page1.tif	

OP \$40.00 12626666

**ASSIGNMENT OF PATENT APPLICATION**

(Not Accompanying Application)

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set for in the patent application entitled:

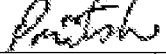
**SYSTEM AND METHOD FOR  
GENERATING PRODUCT DECISIONS**


(A/N 12/626,666, Atty. Docket No.: DT-0902, filed November 26, 2009) for which I (we) have executed an application for a United States Letters Patent.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/We the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to DemandTec, Inc., a Delaware based corporation with a correspondence address at 1 Franklin Parkway, Building 910, San Mateo, California 94403, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative and applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

1) Date: 2/12/2010 Signature:   
Paritosh Desai

2) Date: 2/12/2010 Signature:   
Kamal Gajendran

Atty. Docket No. DT-0902