

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>David Selinger</td><td>10/22/2008</td></tr><tr><td>Tyler Kohn</td><td>10/22/2008</td></tr><tr><td>Michael DeCoursey</td><td>10/22/2008</td></tr><tr><td>Sundeeep Ahuja</td><td>10/22/2008</td></tr><tr><td>James Osial</td><td>10/22/2008</td></tr><tr><td>Albert Sunwoo</td><td>10/22/2008</td></tr></tbody></table>		Name	Execution Date	David Selinger	10/22/2008	Tyler Kohn	10/22/2008	Michael DeCoursey	10/22/2008	Sundeeep Ahuja	10/22/2008	James Osial	10/22/2008	Albert Sunwoo	10/22/2008
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RECEIVING PARTY DATA															
<table border="1"><tr><td>Name:</td><td>RichRelevance, Inc.</td></tr><tr><td>Street Address:</td><td>275 Battery Street</td></tr><tr><td>Internal Address:</td><td>Suite 1150</td></tr><tr><td>City:</td><td>San Francisco</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94111</td></tr></table>		Name:	RichRelevance, Inc.	Street Address:	275 Battery Street	Internal Address:	Suite 1150	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94111		
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PROPERTY NUMBERS Total: 1															
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CORRESPONDENCE DATA															
Fax Number: (206)682-6031 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone: 2066224900															
Email: daniel@seedip.com															
Correspondent Name: Seed IP Law Group															
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Address Line 2: Suite 5400															
Address Line 4: Seattle, WASHINGTON 98104															
ATTORNEY DOCKET NUMBER:	800054.414														

CH \$40.00 12151375

501120892

PATENT
REEL: 024089 FRAME: 0587

NAME OF SUBMITTER:

James A. D. White

Total Attachments: 3

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ASSIGNMENT OF INVENTION

Appln No. 12/151,375

Filed: May 6, 2008

In consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned have assigned and hereby assign to RichRelevance, Inc., a Delaware corporation, at 275 Battery Street, Suite 1150, San Francisco, CA 94111 US, its successors, assigns and legal representatives (hereinafter called "said assignee") the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for United States Patent, titled, SYSTEM AND PROCESS FOR BOOSTING RECOMMENDATIONS FOR USE IN PROVIDING PERSONALIZED ADVERTISEMENTS TO RETAIL CUSTOMERS and in said application and any and all other applications for United States Patent, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all United States Patents, which may be obtained on any of said applications, and in any reissue, reexamination or extension thereof.

The undersigned hereby authorize(s) and request(s) the attorney(s) of record in said application to insert in this assignment the date and serial number of said application.

For said consideration, the undersigned hereby agree(s) upon the request and at the expense of said assignee or its assignees, to execute any utility, divisional, continuation or substitute application for said invention or improvements, and any oath or affidavit relating thereto, and any application for the reissue, reexamination or extension of any Patent that may be granted upon said application, and, in the event of any application or Patent assigned herein becoming involved in Interference, to co-operate to the best of the ability of the undersigned in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof. The undersigned agree(s) to perform, upon request, any affirmative acts to obtain said United States Patent and vest in said assignee and its assignees all rights therein, whereby said Patent will be held and enjoyed by said assignee and its assignees, to the full end of the term for which said Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made.

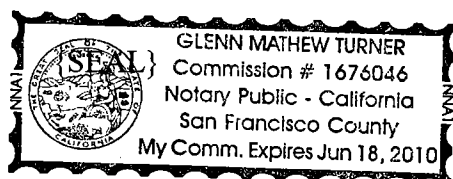
And for said consideration, the undersigned hereby assign(s) to said assignee the entire right, title and interest in said invention or improvements for all foreign countries, including all priority rights under the International Convention, and agree(s) to execute, at the request of said assignee or its assignees, all documents in connection with any application for foreign letters patent therefor.

Date 10-22-2008

 David Selinger

 STATE OF California
 COUNTY OF San Francisco) SS:

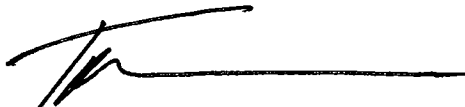
On this 22 day of OCTOBER, 2008, before me, a Notary Public in and for said county, appeared David Selinger, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



Notary Public

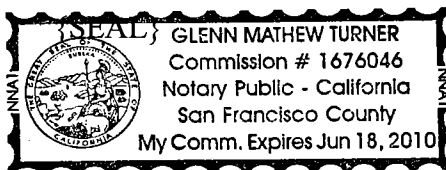
My Commission Expires: 6/18/2010

Date 10/22/08


Tyler Kohn

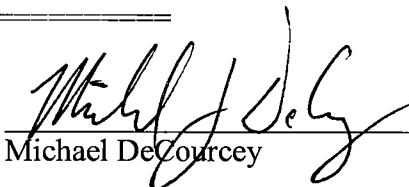
STATE OF California)
COUNTY OF San Francisco) SS:

On this 22 day of OCTOBER, 2008, before me, a Notary Public in and for said county, appeared Tyler Kohn, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



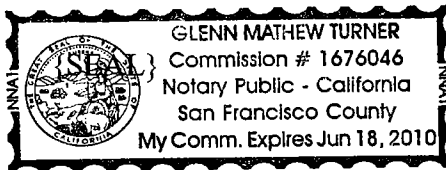
Date 10/22/2008

Notary Public 
My Commission Expires: _____


Michael DeCoursey

STATE OF California)
COUNTY OF San Francisco) SS:

On this 22 day of OCTOBER, 2008, before me, a Notary Public in and for said county, appeared Michael DeCoursey, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



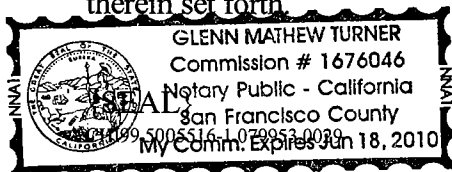
Date 10/22/2008


Notary Public 
My Commission Expires: 6/18/2010


Sundeep Ahuja

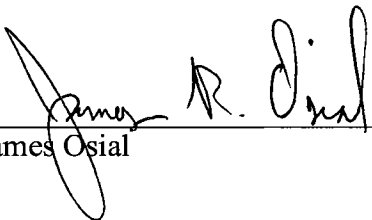
STATE OF California)
COUNTY OF San Francisco) SS:

On this 22 day of OCTOBER, 2008, before me, a Notary Public in and for said county, appeared Sundeep Ahuja, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



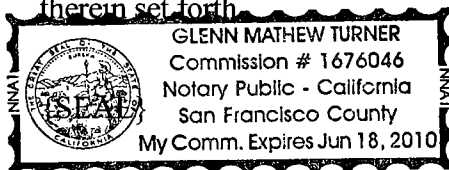
Notary Public 
My Commission Expires: _____

Date 10/22/08


James Osial

STATE OF California)
COUNTY OF San Francisco) SS:

On this 22 day of OCTOBER, 2008, before me, a Notary Public in and for said county, appeared James Osial, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



Notary Public 
My Commission Expires: 6/18/2010

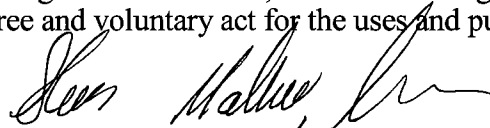
Date 10/21/2008


Albert Sunwoo

STATE OF California)
COUNTY OF San Francisco) SS:

On this 20 day of OCTOBER, 2008, before me, a Notary Public in and for said county, appeared Albert Sunwoo, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.

{SEAL}

Notary Public 
My Commission Expires: 6/18/2010

