

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Blue Flame Data, Inc.	05/04/2007
<b>RECEIVING PARTY DATA</b>	
Name:	True Choice Solutions Inc.
Street Address:	1375 Broadway
Internal Address:	3rd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
<b>PROPERTY NUMBERS Total: 2</b>	
Property Type	Number
Application Number:	10008995
Application Number:	11657388
<b>CORRESPONDENCE DATA</b>	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	24491-0008001
NAME OF SUBMITTER:	Pamela J. Morris
Total Attachments: 3 source=244910008001Assign#page1.tif	

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**PATENT**  
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## ASSIGNMENT

WHEREAS, Blue Flame Data, Inc., having an office and place of business at 12 Quail Run, Bolton, MA 01740 (hereinafter "Assignor"), owns certain new and useful inventions and improvements including an application for Letters Patent of the United States on November 5, 2001, which application was assigned U.S. patent application serial number 10/008,995, and is entitled PREFERENCE INFORMATION-BASED METRICS;

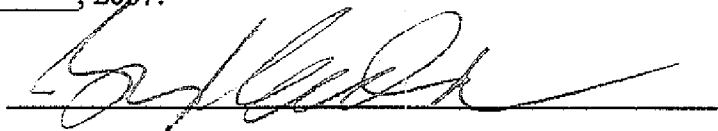
AND WHEREAS, True Choice Solutions, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 1375 Broadway, 3<sup>rd</sup> Floor, New York, NY 10018 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefore;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, Assignor has sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and it does hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, Assignor does hereby agree that it and its successors, assigns and representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors, assigns and representatives all facts known to Assignor relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, Assignor covenants and agrees with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by it and that full right to convey the same as herein expressed is possessed by it.

IN TESTIMONY WHEREOF, on behalf of Assignor, I have hereunto set my hand  
this 4 day of May, 2007.



Barry Kallander, President, Blue Flame Data, Inc.

STATE OF Massachusetts )

COUNTY OF Middlesex )

On this 4<sup>th</sup> day of May, 2007 before me personally appeared Barry Kallander, to me known and known to me to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

[SEAL]

Sara J. Anderson



SARA J. ANDERSON  
Notary Public  
Commonwealth of Massachusetts  
My Commission Expires  
August 9, 2013

Notary Public

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