

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT														
<b>NATURE OF CONVEYANCE:</b>	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>Andris UMBLIJS</td> <td>01/14/2010</td> </tr> <tr> <td>Janmesh Dev SRIVASTAVA</td> <td>01/14/2010</td> </tr> <tr> <td>Rahul MAHAJAN</td> <td>01/18/2010</td> </tr> <tr> <td>Prarthna Agarwal GOEL</td> <td>01/25/2010</td> </tr> <tr> <td>Varun RASTOGI</td> <td>01/18/2010</td> </tr> <tr> <td>Chao WANG</td> <td>01/14/2010</td> </tr> </tbody> </table>		Name	Execution Date	Andris UMBLIJS	01/14/2010	Janmesh Dev SRIVASTAVA	01/14/2010	Rahul MAHAJAN	01/18/2010	Prarthna Agarwal GOEL	01/25/2010	Varun RASTOGI	01/18/2010	Chao WANG	01/14/2010
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<b>RECEIVING PARTY DATA</b>															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Accenture Global Services GmbH</td> </tr> <tr> <td><b>Street Address:</b></td> <td>Herrenacker 15</td> </tr> <tr> <td><b>City:</b></td> <td>CH-8200 Schaffhausen</td> </tr> <tr> <td><b>State/Country:</b></td> <td>SWITZERLAND</td> </tr> </table>		<b>Name:</b>	Accenture Global Services GmbH	<b>Street Address:</b>	Herrenacker 15	<b>City:</b>	CH-8200 Schaffhausen	<b>State/Country:</b>	SWITZERLAND						
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<b>PROPERTY NUMBERS Total: 1</b>															
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<b>Application Number:</b>	12749756														
<b>CORRESPONDENCE DATA</b>															
<p>Fax Number: (703)865-5150</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 703 652 3822</p> <p>Email: judyc@MANNAVAKANG.COM</p> <p>Correspondent Name: MANNAVA &amp; KANG, P.C.</p> <p>Address Line 1: 11240 WAPLES MILL ROAD</p> <p>Address Line 2: SUITE 300</p> <p>Address Line 4: FAIRFAX, VIRGINIA 22030</p>															
<b>ATTORNEY DOCKET NUMBER:</b>	D09-208/02234-US														
<b>NAME OF SUBMITTER:</b>	Ashok K. Mannava														

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**PATENT**  
REEL: 024159 FRAME: 0074

**Total Attachments: 6**

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## ASSIGNMENT JOINT

The terms of this patent rights Assignment, by Andris UMBLIJS, Janmesh Dev SRIVASTAVA, Rahul MAHAJAN, Prarthna Agarwal GOEL, Varun RASTOGI and Chao WANG (hereinafter referred to as the "Assignors"), respectively residing in 13 Coresbrook Way Knaphill Woking GU21 2TR, United Kingdom; 49 Primrose Place, Isleworth, London, TW7 5BA, United Kingdom; A-43, Gujrawala Appts, J-Block, Vikaspur, New Delhi 110018, India; H. No. 637, Sector 18- B, Dwarka, New Delhi 110075, India; 52 Lucky Home Apartments, Sector 13, Rohini, Delhi, India; Flat6, Smyrna Mansions, Smyrna Road, London NW6 4LU, United Kingdom, are as follows:

WHEREAS, the Assignors made the inventions described in a patent application entitled **MARKETING INVESTMENT OPTIMIZER WITH DYNAMIC HIERARCHIES** which has been or will be filed in India, United States and other countries as decided, which bears attorney docket number D09-208/02234-00; and

WHEREAS, pursuant to their employment, the Assignors are obligated to assign their inventions and related patent rights either to certain Accenture Entities within the Accenture Group (comprising Accenture Limited and its subsidiaries) or to persons or entities designated by any such Accenture Entities; and

WHEREAS, each such Accenture Entity within the Accenture Group has entered into contractual arrangements pursuant to an Intellectual Property Services Agreement with Accenture Global Services GmbH, a limited liability company duly organized under and pursuant to the laws of Switzerland as a judicial person, and having a place of business at Herrenacker 15, CH-8200 Schaffhausen, Switzerland ("AGS"), to authorize immediate assignment or to immediately assign to AGS all inventions, patent applications, Letters Patent or Patents and other intellectual property developed by such Accenture Entity and its employees, agents, consultants and others; and

WHEREAS, pursuant to these arrangements AGS acquires the entire right, title and interest in and to the aforementioned inventions, identified patent application, all corresponding other patent applications filed in any country, and in and to any Letters Patent or Patents obtained thereon in any country.

NOW, THEREFORE, for good, valuable and legally sufficient consideration for each Assignor **provided by the applicable employing Accenture Entity**, the receipt of which is hereby acknowledged by all Assignors, the Assignors by this Assignment document exclusively sell, assign and transfer or confirm a previous exclusive sale, assignment and transfer to AGS of all their right, title and interest in and to the aforementioned inventions, patent applications and Letters Patent or Patents which may be granted therefore or thereon in any country, and in and to all divisions, continuations and continuations-in-part of any such patent applications, or reissues, reexaminations, renewals and extensions of any such Letters Patent or Patents; with the full right to claim for all such patent applications all benefits and priority rights under any applicable convention, treaty or legislation, and with the right of AGS to sue and obtain relief, including damages, profits and an injunction, for any infringement occurring before or after issuance of the Letters Patent or Patents (hereinafter all such rights collectively referenced as the "Patent Rights"); these Patent Rights to be held and enjoyed for the sole and exclusive use and benefit of AGS, its successors and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as any such Patent Rights would have been held and enjoyed by the Assignors had a sale, assignment and transfer of such Patent Rights not been made.

For the above-recited consideration, each of the Assignors covenants, warrants and agrees that the aforementioned exclusive sale, assignment and transfer of Patent Rights to AGS by Assignor is lawful, effective, and complete in that it fulfills Assignor's obligation to ensure that any and all Patent Rights Assignor may have are passed to AGS. Assignor also covenants, warrants and agrees that all Patent Rights obtained by AGS from Assignor are unencumbered at the time the Patent Rights are received by AGS, and that AGS obtains good and clear title to all such Patent Rights that are sold, assigned and transferred to AGS with the full right and lawful authority to do so at the time and in the manner set forth herein.

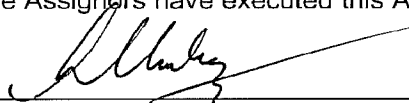
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Each Assignor grants AGS a limited power of attorney to execute, or have executed, for or on behalf of that Assignor, whatever papers are required to file or prosecute patent applications and obtain Letters Patent or Patents in any country for the inventions sold, assigned and transferred by the Assignor, with the understanding and agreement that the exercise of this limited power of attorney by AGS or its attorneys or representatives gives the Assignor no rights with respect to any of the Patent Rights sold, assigned and transferred to AGS, nor establishes any attorney-client relationship between Assignor and AGS or Assignor and any attorney working on behalf of AGS. Each Assignor also agrees there is no actual or implied attorney-client relationship between that Assignor and any attorney representing AGS, its affiliates, subsidiaries or parent companies, by virtue of the preparation and prosecution of patent applications on behalf of AGS in any country, any employment or consulting relationship between that Assignor and AGS or any other entity, or by virtue of this Assignment document or any term thereof.

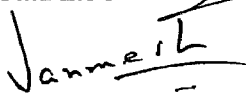
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IN TESTIMONY WHEREOF, the Assignors have executed this Assignment document.

14th Jan 2010  
Date

  
\_\_\_\_\_  
Andris UMBLIJS

14<sup>th</sup> Jan 2010  
Date

  
\_\_\_\_\_  
Janmesh Dev SRIVASTAVA

\_\_\_\_\_  
Date

\_\_\_\_\_  
Rahul MAHAJAN

\_\_\_\_\_  
Date

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Andris UMBLIJS

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Date

\_\_\_\_\_  
Janmesh Dev SRIVASTAVA

\_\_\_\_\_  
Date

18-Jan-2010

\_\_\_\_\_  
Rahul MAHAJAN

\_\_\_\_\_  
Date

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Prarthna Agarwal GOEL

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**Janmesh Dev SRIVASTAVA**

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Date

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**Rahul MAHAJAN**

25-01-2010  
Date

  
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\_\_\_\_\_  
Date

\_\_\_\_\_  
**Varun RASTOGI**

18 Jan 10

*Varun Rastogi*

10th, Jan, 2010

Date



Chao WANG

Rev. 8/2008