

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the name of assignee previously recorded on Reel 012666 Frame 0502. Assignor(s) hereby confirms the correct spelling of the assignee is Johnson & Johnson Consumer Companies.												
<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>Steven A. Shaya</td> <td>01/24/2002</td> </tr> <tr> <td>Neal Matheson</td> <td>02/07/2002</td> </tr> <tr> <td>John Anthony Singarayar</td> <td>02/14/2002</td> </tr> <tr> <td>Nikiforos Kollias</td> <td>02/12/2002</td> </tr> <tr> <td>Jeffrey Adam Bloom</td> <td>02/11/2002</td> </tr> </tbody> </table>		Name	Execution Date	Steven A. Shaya	01/24/2002	Neal Matheson	02/07/2002	John Anthony Singarayar	02/14/2002	Nikiforos Kollias	02/12/2002	Jeffrey Adam Bloom	02/11/2002
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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>Johnson &amp; Johnson Consumer Companies</td> </tr> <tr> <td><b>Street Address:</b></td> <td>191 Grandview Road</td> </tr> <tr> <td><b>City:</b></td> <td>Skillman</td> </tr> <tr> <td><b>State/Country:</b></td> <td>NEW JERSEY</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>08558</td> </tr> </table>		<b>Name:</b>	Johnson & Johnson Consumer Companies	<b>Street Address:</b>	191 Grandview Road	<b>City:</b>	Skillman	<b>State/Country:</b>	NEW JERSEY	<b>Postal Code:</b>	08558		
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<b>PROPERTY NUMBERS Total: 1</b>													
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (732)846-6630</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 732-524-2543</p> <p>Email: JNJUSPATENT@corus.jnj.com</p> <p>Correspondent Name: Philip S. Johnson, Esq.</p> <p>Address Line 1: Johnson &amp; Johnson</p> <p>Address Line 2: One Johnson &amp; Johnson Plaza</p> <p>Address Line 4: New Brunswick, NEW JERSEY 08933</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	JBP0569USA												

CH \$40.00 09981516

**501148431**

**PATENT**  
**REEL: 024235 FRAME: 0626**

NAME OF SUBMITTER:

Margaret Turner, Patent Paralegal

Total Attachments: 8

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(Pending Application;  
Serial No. Known)

ASSIGNMENT

WHEREAS, we Steven A. Shaya, Neal Matheson, John Anthony Singarayar, Nikiforos Kollias, and Jeffrey Adam Boom, hereinafter referred to as the assignors, residing respectively at 144 Portland Road, Highlands, New Jersey 07732, 170 Liberty Place, Princeton, New Jersey 08540; 89 Green Meadow Road, Skillman, New Jersey 08558; 406 Sunset Road, Skillman, New Jersey 08558; and 12 Krebs Road, Plainsboro, New Jersey 08536 are the joint inventors of certain inventions or improvements for which we have made application for Letters Patent to the United States, identified as Serial No. 09/981,516, filed October 17, 2001, entitled INTELLIGENT PERFORMANCE-BASED PRODUCT RECOMMENDATION; and

WHEREAS, Johnson & Johnson Consumer Companies, hereinafter referred to as the assignee, of 191 Grandview Road, Skillman, New Jersey 08558, a corporation of New Jersey, is desirous of acquiring the entire right, title and interest in and to the said inventions or improvements and in and to the said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in any and all countries:

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) to each of us in hand paid by said assignee, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said assignors, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over to said assignee, the entire right, title and interest in and to said inventions or improvements and said application and any and all continuations, divisions and renewals of and substitutes for said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States and any and all other countries, and any reissue or reissues or extension or extensions of said Letters Patent, and assign to and authorize said assignee, to file in our names applications for Letters Patent in all countries, the same to be held and enjoyed by said assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by us had this assignment, sale and transfer not been made.

AND we hereby covenant that we have full right to convey the entire interest herein assigned, and that we have not executed and will not execute any agreement in conflict herewith, and we further covenant and agree that we will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said inventions or improvements, said application and said Letters Patent to said assignee, its successors, assigns, nominees, or legal representatives, and each of us agrees to communicate to said assignee or to its nominee all known facts respecting said inventions or improvements, said application and said Letters Patent, to testify in any legal proceedings, to

PATENT

DOCKET NO.: JJCC-0003

PATENT  
Joint Inventors

sign all lawful papers to execute all disclaimers and divisional, continuing, reissue and foreign applications, to make all rightful oaths, and generally to do everything possible to aid said assignee, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said inventions or improvements in any and all countries.

AND we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to said assignee, as assignee of the entire right, title and interest, any and all Letters Patent for said inventions or improvements, including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

AND this Assignment may be executed in multiple counterparts, each of which shall be deemed to be an original of this Assignment. Additionally, we hereby authorize our attorneys to collect the signature pages of each executed counterpart and to attach those signature pages to a single copy of this instrument, which single copy and attached signature pages together shall constitute an original of this Assignment.

IN WITNESS WHEREOF, we have hereunto set our hands and seals.

1/24/02  
Date

Steven A. Shaya (L.S.)  
Steven A. Shaya

STATE OF NEW JERSEY :  
: SS  
COUNTY OF MIDDLESEX :

On this 24th day of January, year of 2002, before me personally came the above named Steven A. Shaya to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.

Karen L. Hoff  
Notary Public

KAREN L. HOFF

- Notary Public of New Jersey

My Commission Expires June 17, 2003

PATENT  
REEL: 024235 FRAME: 0629

DOCKET NO.: JJCC-0003

PATENT  
Joint Inventors

2/7/02  
Date

Neal Matheson (L.S.)  
Neal Matheson

STATE OF New Jersey :  
COUNTY OF Somerset : SS

On this 7<sup>th</sup> day of February, year of 2002, before me personally came the above named Neal Matheson to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.


Frederick L. Herman  
Notary Public

FREDERICK L. HERMAN  
NOTARY PUBLIC OF NEW JERSEY  
Commission Expires 12/17/2006

DOCKET NO.: JJCC-0003

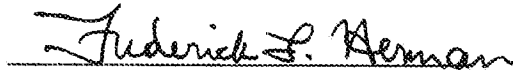
PATENT  
Joint Inventors

02/14/02  
Date

  
\_\_\_\_\_(L.S.)  
John Anthony Singarayar

STATE OF New Jersey :  
COUNTY OF Somerset : SS

On this 14<sup>th</sup> day of February, year of 2002, before me personally came the above named John Anthony Singarayar to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.

  
\_\_\_\_\_  
Notary Public

FREDERICK L. HERMAN  
NOTARY PUBLIC OF NEW JERSEY  
Commission Expires 12/17/2006

DOCKET NO.: JJCC-0003

PATENT  
Joint Inventors

02/12/02  
Date

N. Kollias (L.S.)  
Nikiforos Kollias

STATE OF New Jersey :  
COUNTY OF Somerset : SS

On this 12<sup>th</sup> day of February, year of 2002, before me personally came the above named Nikiforos Kollias to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.

Frederick L. Herman  
Notary Public

FREDERICK L. HERMAN  
NOTARY PUBLIC OF NEW JERSEY  
Commission Expires 12/17/2006

DOCKET NO.: JJCC-0003

PATENT  
Joint Inventors

February 11, 2002  
Date

Jeffrey Adam Bloom (L.S.)  
Jeffrey Adam Bloom

STATE OF New Jersey :  
: SS  
COUNTY OF Mercer :

On this 11th day of FEBRUARY, year of 2002, before me personally came the above named JEFFREY BLOOM to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.

Linda S. Fitzpatrick  
Notary Public

LINDA S. FITZPATRICK  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES MARCH 21, 2008