

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Deirdre Baird	01/25/2010
Brian Medendorp	01/27/2010
<b>RECEIVING PARTY DATA</b>	
Name:	Unica Corporation
Street Address:	Reservoir Place North 170 Tracer Lane
City:	Waltham
State/Country:	MASSACHUSETTS
Postal Code:	02451
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12696474
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(617) 542-5070
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Correspondent Name:	Denis G. Maloney
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	26172-0002001
NAME OF SUBMITTER:	Darlene J. Morin
<p>Total Attachments: 3</p> <p>source=261720002001assignment#page1.tif</p> <p>source=261720002001assignment#page2.tif</p>	

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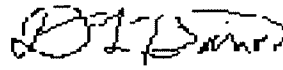
**PATENT**  
**REEL: 024330 FRAME: 0866**



ASSIGNMENT

For valuable consideration, we, Deidre Baird, of 4712 Ocean Boulevard, W10, Sarasota FL 34242; and Brian Medendorp, of 889 N Cofco Center Ct. Unit 1159, Phoenix, AZ 85008 hereby assign to UNICA CORPORATION, a corporation of Massachusetts, having a place of business at Reservoir Place North, 170 Tracer Lane, Waltham, Ma 02451, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled Electronic Message Recipient Disposition Characteristics, filed January 29, 2010, and assigned U.S. Serial Number 12/696,474, this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

DATE: 1/25/2010 \_\_\_\_\_



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Deirdre Baird


DATE: \_\_\_\_\_

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Brian Medendorp

DATE: \_\_\_\_\_

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Deirdre Baird

DATE: 1/27/2010

  
Brian Medendorp