

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>Dario Gonzalez</td> <td>04/14/2010</td> </tr> <tr> <td>TahChuan Ong</td> <td>04/14/2010</td> </tr> <tr> <td>Darren YeeSoon Tan</td> <td>04/14/2010</td> </tr> <tr> <td>Jonathan P. McClure</td> <td>05/21/2010</td> </tr> <tr> <td>Santiago Matteo</td> <td>04/14/2010</td> </tr> <tr> <td>Rajenderkumar Rajarathinam</td> <td>05/13/2010</td> </tr> </tbody> </table>		Name	Execution Date	Dario Gonzalez	04/14/2010	TahChuan Ong	04/14/2010	Darren YeeSoon Tan	04/14/2010	Jonathan P. McClure	05/21/2010	Santiago Matteo	04/14/2010	Rajenderkumar Rajarathinam	05/13/2010
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Rajenderkumar Rajarathinam	05/13/2010														
RECEIVING PARTY DATA															
Name:	Six Continents Hotels, Inc.														
Street Address:	3 Ravinia Drive														
Internal Address:	Suite 100														
City:	Atlanta														
State/Country:	GEORGIA														
Postal Code:	30346														
PROPERTY NUMBERS Total: 1															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12718446</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12718446										
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Application Number:	12718446														
CORRESPONDENCE DATA															
Fax Number:	(678)420-9301														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone:	678.420.9300														
Email:	hopkinsb@ballardspahr.com														
Correspondent Name:	Gregory J. Kirsch														
Address Line 1:	999 Peachtree Street														
Address Line 2:	Suite 1000														
Address Line 4:	Atlanta, GEORGIA 30309														
ATTORNEY DOCKET NUMBER:	19281.0009U1														

OP \$40.00 12718446

501206354

PATENT
REEL: 024544 FRAME: 0381

NAME OF SUBMITTER:

Beverly Hopkins

Total Attachments: 7

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ASSIGNMENT

WHEREAS, we, **DARIO GONZALEZ** of 2030 Ector Overlook, Kennesaw, Georgia 30152, **TAHCHUAN ONG** of 3045 Brockton Close, Marietta, Georgia 30068, **DARREN YEESON TAN** of 390 17th Street, Unit 5011, Atlanta, Georgia 30363, **JONATHAN P. McCLURE** of 2470 Hamptons Passage, Alpharetta, Georgia 30005, **SANTIAGO MATTEO** of 2172 Deep Woods Way, Marietta, Georgia 30062, and **RAJENDERKUMAR RAJARATHINAM** of 4867 Ashford Dunwoody Road, Apartment #8315, Dunwoody, Georgia 30338, have invented new and useful improvements in **BOTTOM-UP OPTIMIZED SEARCH SYSTEM AND METHOD** for which a United States Patent Application was filed on March 5, 2010, and assigned Application No. 12/718,446; and

WHEREAS, **SIX CONTINENTS HOTELS, INC.**, a Delaware corporation, with an official address of 3 Ravinia Drive, Suite 100, Atlanta, Georgia 30346, is desirous of acquiring the entire interest in the same;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, **DARIO GONZALEZ, TAHCHUAN ONG, DARREN YEESON TAN, JONATHAN P. McCLURE, SANTIAGO MATTEO, and RAJENDERKUMAR RAJARATHINAM**, hereby do sell, assign and transfer unto said **SIX CONTINENTS HOTELS, INC.** the entire right, title and interest in and to said invention and application throughout the world, including, without limitation, any Letters Patent which may issue thereon, and any subsequent application claiming priority to the above-identified application, reissue, reexamination, divisional, continuation-in-part, extension or continuation thereof and all rights of priority under the Paris

Convention arising from said application; the same for **SIX CONTINENTS HOTELS, INC.**'s legal representatives and assigns, as fully and entirely as the same would have been held by us had this assignment and sale not been made;

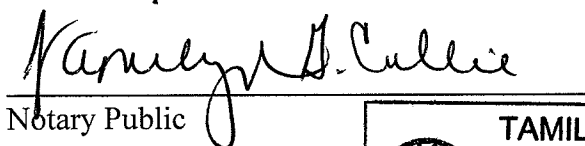
AND, we hereby bind ourselves, our heirs, legal representatives, administrators and assigns properly to execute without further consideration any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect, the sale, assignment, transfer and conveyance hereby made or intended to be made and generally do everything possible to aid **SIX CONTINENTS HOTELS, INC.**, its legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries throughout the world.

IN WITNESS WHEREOF, I have executed this Assignment this 14th day of April, 2010.

 (L.S.)
DARIO GONZALEZ

State of Georgia
County of DeKalb

On this 14th day of April, 2010, before me, a Notary Public, came **Dario Gonzalez**, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.

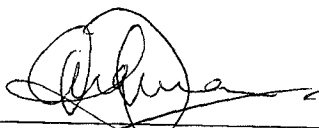

Notary Public

My Commission Expires:



1041704

IN WITNESS WHEREOF, I have executed this Assignment this 14th day of April, 2010.



TAHCHUAN ONG (L.S.)

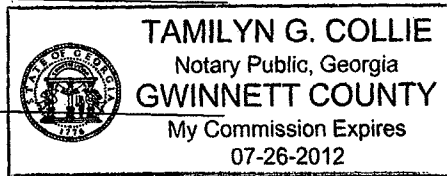
State of Georgia
County of DeKalb

On this 14th day of April, 2010, before me, a Notary Public, came **TahChuan Ong**, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.

Tamilyn G. Collie

Notary Public

My Commission Expires: _____



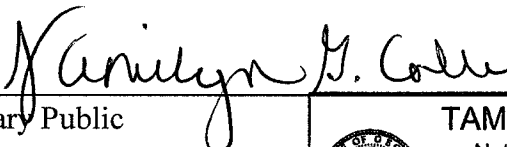
IN WITNESS WHEREOF, I have executed this Assignment this 14th day of April, 2010.



DARREN YEE SOON TAN (L.S.)

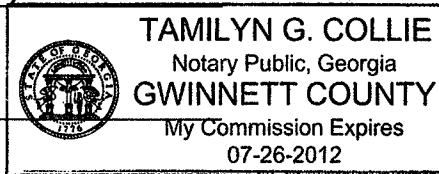
State of Georgia
County of DeKalb

On this 14th day of April, 2010, before me, a Notary Public, came **Darren YeeSoon Tan**, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.



Notary Public

My Commission Expires: _____



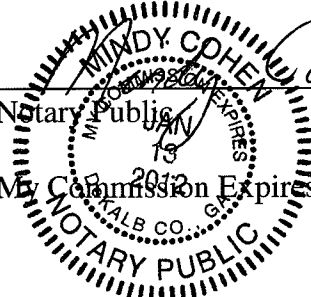
IN WITNESS WHEREOF, I have executed this Assignment this 21st day of May, 2010.

Jonathan P. McClure (L.S.)
JONATHAN P. McCLURE

State of Georgia
County of DeKalb

On this 21 day of May, 2010, before me, a Notary Public, came **Jonathan P. McClure**, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.

Mindy Cohen
Notary Public
My Commission Expires: Jan. 13, 2012

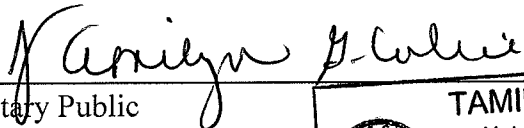


IN WITNESS WHEREOF, I have executed this Assignment this 14th day of April, 2010.

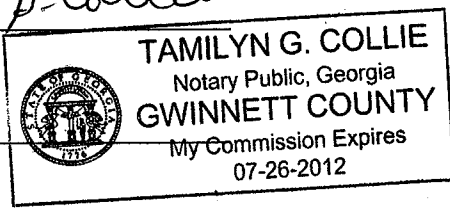

(L.S.)
SANTIAGO MATTEO

State of Georgia
County of DeKalb

On this 14th day of April, 2010, before me, a Notary Public, came **Santiago Matteo**, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.


Notary Public

My Commission Expires:



IN WITNESS WHEREOF, I have executed this Assignment this 13th day of May, 2010.

R. Rajenderkumar 05/13/2010 (L.S.)
RAJENDERKUMAR RAJARATHINAM

State of Georgia
County of DeKalb

On this 13th day of May, 2010, before me, a Notary Public, came **Rajenderkumar Rajarathinam**, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.

Tamilyn G. Collie
Notary Public

My Commission Expires: _____

