

# PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Michael Sack	06/30/2004
RECEIVING PARTY DATA	
Name:	Inceptor Inc.
Street Address:	4 Clock Tower Place
Internal Address:	Suite 300
City:	Maynard
State/Country:	MASSACHUSETTS
Postal Code:	01754
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12846037
CORRESPONDENCE DATA	
Fax Number:	(248)594-0610
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	248-594-0648
Email:	he@raderfishman.com
Correspondent Name:	Rader, Fishman & Grauer PLLC
Address Line 1:	39533 Woodward Ave., Suite 140
Address Line 4:	Bloomfield Hills, MICHIGAN 48304
ATTORNEY DOCKET NUMBER:	66703-0088
NAME OF SUBMITTER:	Charles A. Bieneman
Total Attachments: 5 source=R0781199#page1.tif source=R0781199#page2.tif source=R0781199#page3.tif	

CH \$40.00 12846037

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**PATENT**  
**REEL: 024788 FRAME: 0709**

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**UNITED STATES DEPARTMENT OF COMMERCE**  
**Patent and Trademark Office**  
ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231



\*700131984A\*

NOVEMBER 23, 2004

PTAS

CLOCK TOWER LAW GROUP  
2 CLOCK TOWER PLACE  
SUITE 255  
MAYNARD, MA 01754

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 11/17/2004

REEL/FRAME: 015389/0386  
NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

SACK, MICHAEL

DOC DATE: 06/30/2004

ASSIGNEE:

INCEPTOR INC.  
4 CLOCK TOWER PLACE  
SUITE 300  
MAYNARD, MASSACHUSETTS 01754

SERIAL NUMBER: 10883556

FILING DATE: 07/01/2004

PATENT NUMBER:

ISSUE DATE:

TITLE: BID MANAGEMENT OPTIMIZATION SYSTEM AND APPARATUS

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JOANN STEWART, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

**RECORDATION FORM COVER SHEET**  
**PATENTS ONLY**

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Michael Sack

Execution Date(s) 06/30/2004

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

**3. Nature of conveyance:**

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Name: Inceptor Inc.

Internal Address: \_\_\_\_\_

Street Address: 4 Clock Tower Place, Suite 300

City: Maynard

State: MA

Country: USA

Zip: 01754

Additional name(s) & address(es) attached? ☐ Yes ☒ No

**4. Application or patent number(s):**

A. Patent Application No.(s)  
10/883,556

☐ This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Clock Tower Law Group

Internal Address: \_\_\_\_\_

Street Address: 2 Clock Tower Place, Suite 255

City: Maynard

State: MA

Zip: 01754

Phone Number: 978-823-0008

Fax Number: 978-823-0888

Email Address: uspto@clocktowerlaw.com

**6. Total number of applications and patents involved:** 1

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40**

- ☒ Authorized to be charged by credit card  
☐ Authorized to be charged to deposit account  
☐ Enclosed  
☐ None required (government interest not affecting title)

**8. Payment Information**

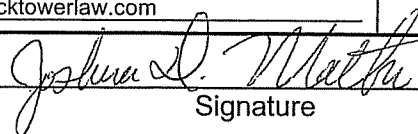
a. Credit Card Last 4 Numbers 2044

Expiration Date 07/2006

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

  
Signature

11-17-2004

Date

Joshua D. Mather

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 4

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

**PATENT**  
**REEL: 024788 FRAME: 0713**

## ASSIGNMENT

**WHEREAS, I, Michael SACK**, a citizen of **USA**, reside at **20 Tassi Drive, Marlborough, MA** and have made certain inventions or discoveries (or both) as set forth in an application for Letters Patent of the United States of America, entitled **"PERFORMANCE-BASED BID MANAGEMENT FOR SEARCH ENGINES"** which application is being filed herewith and was executed by me on **April 2, 2004**.

**WHEREAS, Inceptor Inc.**, a corporation organized and existing under the laws of the State of **Massachusetts**, and having an office and place of business at **4 Clock Tower Place, Suite 300, Maynard, MA 01754**, and, together with its successors and assigns is hereinafter called "Assignee", and is desirous of acquiring the title, rights, benefits and privileges hereinafter recited;

**NOW THEREFORE**, for valuable consideration furnished by Assignee to me, receipt and sufficiency of which I hereby acknowledge, I hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications, as well as subsequent provisional applications filed on other embodiments of the same subject matter based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in my name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;

3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;

4. Warrant that I have not knowingly conveyed to others any right in said inventions, discoveries, application or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that I have good right to assign the same to Assignee without encumbrance; and

5. Bind my heirs, legal representatives and assigns, as well as myself, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to me or them, all acts reasonably serving to assure that the said

Assignment  
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inventions and discoveries, the said patent applications and the same could have been held and enjoyed by me, my heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents, including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to me relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in my control or in the control of my heirs, legal representatives or assigns, which may be useful for establishing the facts of my conceptions, disclosures, and reduction to practice of said inventions and discoveries.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal.

June 30, 2004  
Date

[Signature]  
Signature  
**Michael SACK**  
20 Tassi Drive  
Marlborough, MA 01752

STATE OF MASSACHUSETTS  
COUNTY OF MIDDLESEX

On this 30<sup>th</sup> day of June in the year 2004, before me personally came **Michael SACK**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

[Signature]  
Erik J. Heels, Notary Public

06/30/04  
Signature Date

