

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| CONVEYING PARTY DATA | |
| Name | Execution Date |
| HR Asset Holdings, Inc. | 02/04/2010 |
| RECEIVING PARTY DATA | |
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| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
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| NAME OF SUBMITTER: | Russell M. Jeide |
| <p>Total Attachments: 6</p> <p>source=Assignment B (HR-Yanicklo)#page1.tif</p> <p>source=Assignment B (HR-Yanicklo)#page2.tif</p> | |

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ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, HR Asset Holdings, Inc. a Delaware company, with an office at 65 Inverrary Lane, Alamo, California 94507 ("**Assignor**"), does hereby sell, assign, transfer, and convey unto Yanicklo Technology Limited Liability Company, a Delaware limited liability company, with an address at 2711 Centerville Rd, Suite 400, Wilmington, DE 19808 ("**Assignee**"), or its designees, all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "**Patent Rights**"):

(a) the provisional patent applications, patent applications and patents listed in the table below (the "**Patents**");

| <u>Patent or Application No.</u> | <u>Country</u> | <u>Filing Date</u> | <u>Title of Patent and First Named Inventor</u> |
|---|-----------------------|---------------------------|---|
| 6,408,292 | US | 8/4/1999 | Method of and system for managing multi-dimensional databases using modular-arithmetic based address data mapping processes on integer-encoded business dimensions Reuven Bakalash |
| 6,434,544 | US | 2/28/2000 | Stand-alone cartridge-style data aggregation server providing data aggregation for OLAP analyses Reuven Bakalash |
| 6,385,604 | US | 8/9/2000 | Relational database management system (RDBMS) having integrated aggregation engine and non-relational multi-dimensional data store of aggregated data elements Reuven Bakalash |
| CA2401348 | CA | 2/28/2001 | Data aggregation server for managing a multi-dimensional database and database management system having data aggregation server integrated therein Reuven Bakalash |

| <u>Patent or Application No.</u> | <u>Country</u> | <u>Filing Date</u> | <u>Title of Patent and First Named Inventor</u> |
|---|-----------------------|---------------------------|---|
| EP01914545.7 | EP | 2/28/2001 | Multi-dimensional database and integrated aggregation server Reuven Bakalash |
| JP2001-565050 | JP | 2/28/2001 | Multi-dimensional database and integrated aggregation server Reuven Bakalash |
| 7,392,248 | US | 12/9/2002 | Data aggregation server supporting rapid query response with sparse multi-dimensional data Reuven Bakalash |
| 7,315,849 | US | 12/9/2002 | Enterprise-wide data-warehouse with integrated data aggregation engine Reuven Bakalash |
| 7,333,982 | US | 12/9/2002 | Information system having a mode of operation in which queries form one or more clients are serviced using aggregated data retrieved from a plurality of different types of data storage structures for improved query performance Reuven Bakalash |
| 12/455,665 | US | 6/04/2009 | Relational database management system (RDBMS) employing multi-dimensional database (MDDb) for servicing query statements through one or more client machines Reuven Bakalash |
| 12/455,664 | US | 6/04/2009 | Relational database management system (RDBMS) employing a relational datastore and a multi-dimensional database (MDDb) for serving query statements from client |

| <u>Patent or Application No.</u> | <u>Country</u> | <u>Filing Date</u> | <u>Title of Patent and First Named Inventor</u> |
|---|-----------------------|---------------------------|---|
| | | | machines Reuven Bakalash |
| 12/384,093 | US | 3/31/2009 | Relational database management system having integrated non-relational multi-dimensional data store of aggregated data elements Reuven Bakalash |
| 12/490,981 | US | 6/24/2009 | A method and system for creation and dynamic updating of best data arrangement in digital data store system Yossi Matias |
| 192477 | IL | 6/26/2008 | A method and system for creation and dynamic updating of best data arrangement in digital data store system Yossi Matias |
| 195956 | IL | 12/15/2008 | Automatic data store architecture detection Guy Shaked |
| 197961 | IL | 4/5/2009 | Methods for effective processing of time series Guy Shaked |
| 12/589,383 | US | 10/22/2009 | System with a data aggregation module generating aggregated data for responding to OLAP analysis queries in a user transparent manner Reuven Bakalash |
| 12/590,504 | US | 11/9/2009 | Database management system (DBMS) employing a relational datastore and a multi-dimensional database (MDDB) for servicing query statements in a manner transparent to client machine |

| <u>Patent or Application No.</u> | <u>Country</u> | <u>Filing Date</u> | <u>Title of Patent and First Named Inventor</u> |
|---|-----------------------|---------------------------|---|
| | | | Reuven Bakalash |
| PCT/IL2009/001187 | WO | 12/14/2009 | Automatic data store architecture detection |
| | | | Guy Shaked |
| 12/653,373 | US | 12/11/2009 | Method of servicing query statements from a client machine using a database management system (DBMS) employing a relational datastore and a multi-dimensional database (MDDb) |
| | | | Revuen Bakalash |
| 12/657,143 | US | 01/14/2010 | Data aggregation module supporting dynamic query responsive aggregation during the servicing of database query requests provided by one or more client machines |
| | | | Reuven Bakalash |

(b) all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, (ii) for which any of the Patents directly or indirectly forms a basis for priority, and/or (iii) that were co-owned applications that incorporate by reference, or are incorporated by reference into, the Patents;

(c) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in any of the foregoing categories (a) and (b);

(d) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;

(e) all items in any of the foregoing in categories (b) through (d), whether or not expressly listed as Patents below and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;

(f) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories (b) through (e) that (i) are included in any claim in the Patents and/or any item in the foregoing categories (b) through (e), (ii) are subject matter capable of being reduced to a patent claim in a reissue or

reexamination proceeding brought on any of the Patents and/or any item in the foregoing categories (b) through (e), and/or (iii) could have been included as a claim in any of the Patents and/or any item in the foregoing categories (b) through (e);

(g) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories (a) through (f), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;

(h) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents and/or any item in any of the foregoing categories (b) through (g), including, without limitation, all causes of action and other enforcement rights for

- (1) damages,
- (2) injunctive relief, and
- (3) any other remedies of any kind

for past, current, and future infringement; and

(i) all rights to collect royalties and other payments under or on account of any of the Patents and/or any item in any of the foregoing categories (b) through (h).

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at Pa
Alto on Feb 4, 2010.

ASSIGNOR:

HR Asset Holdings, Inc.

By: M.W. Bealmeir

Name: M.W. BEALMEIR

Title: CEO

(Signature MUST be attested)

ATTESTATION OF SIGNATURE PURSUANT TO 28 U.S.C. § 1746

The undersigned witnessed the signature of M.W. Bealmeir to the above Assignment of Patent Rights on behalf of HR Asset Holdings, Inc. (formerly HyperRoll, Inc.) and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.

2. M.W. Bealman is ~~personally known to me~~ (or proved to me on the basis of satisfactory evidence) and appeared before me on February 4, 2010 to execute the above Assignment of Patent Rights on behalf of HR Asset Holdings, Inc.

3. M.W. Bealman subscribed to the above Assignment of Patent Rights on behalf of HR Asset Holdings, Inc.

I declare under penalty of perjury under the laws of the United States of America that the statements made in the three (3) numbered paragraphs immediately above are true and correct.

EXECUTED on February 4, 2010 (date)

Christine M. Giammona
Print Name: Christine M. Giammona

