

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Donald L. McLagan	08/19/2010
Carl G. Query	08/19/2010
Lauren S. Moores	08/19/2010

RECEIVING PARTY DATA

Name:	Compete, Inc.
Street Address:	4 Copley Place, Suite 700
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02116

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11938710

CORRESPONDENCE DATA

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NAME OF SUBMITTER:	Robert A. Mazzaresse

Total Attachments: 4
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ASSIGNMENT

WHEREAS, each of the undersigned inventor(s) ("Inventor(s)") has developed certain inventions ("Inventions") described in a U.S. patent application No. 11/938,710, filed November 12, 2007, and entitled:

COMPUTER PROGRAM PRODUCT AND METHOD FOR REFINING AN ESTIMATE OF INTERNET TRAFFIC

and has full right to convey his or her entire interest, both legal and equitable, in and to said Inventions free from all prior assignments, agreements, licenses, mortgages, security interests, or other encumbrances whatsoever; and

WHEREAS, Compete, Inc. ("ASSIGNEE"), an entity organized and existing under the laws of the state of Delaware, and having a place of business at 4 Copley Place, Suite 700, Boston, MA, 02116, is desirous of acquiring the entire right, title, and interest in and to the Inventions and any and all patents to be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each Inventor, each Inventor hereby sells, assigns and transfers unto the ASSIGNEE, its successors and assigns, his or her entire right, title and interest in and to the Inventions as described in the above application and all applications resulting therefrom, including any and all conversions, divisions, continuations, continuations-in-part, substitute applications, and reissues or extensions thereof; and all resulting patents in any jurisdiction worldwide; along with all rights to sue for past infringement.

AND each Inventor hereby authorizes and requests the issuing authority to issue any and all patents issuing from any of the forgoing to the ASSIGNEE or its successors and assigns.

AND each Inventor agrees that ASSIGNEE's counsel, Strategic Patents, P.C. having Patent Office Customer Number 43520, shall hereinafter act on behalf of the ASSIGNEE with respect to the Inventions.

AND, each Inventor further agrees, without any further payment or compensation by the ASSIGNEE or its successors and assigns, to communicate to the ASSIGNEE, its representatives or agents or its successors and assigns, any facts relating to the Inventions including evidence for interference purposes or for other legal proceedings whenever requested; to testify in any interference or other legal proceedings, whenever requested; to execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective; and to generally do everything possible to aid the ASSIGNEE, its successors or assigns and nominees to secure, obtain and enforce proper patent protection for the Inventions in this or any foreign country.

The Inventor(s) hereby authorize(s) the attorneys and agents associated with Patent Office Customer Number 43520 to insert hereon any further information necessary or desirable for recordation of this document.

<u>Inventor</u>	<u>Date Signed</u>	<u>Witness(es)</u>
<u>Donald W. McLagan</u> Donald L. McLagan	<u>8/19/2010</u>	_____
_____	_____	_____
Carl G. Query	_____	_____
_____	_____	_____
Lauren S Moores	_____	_____

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Inventor

Date Signed

Witness(es)

.....
Donald L. McLagan


Carl G. Query

.....
8/19/10

.....
Lauren S Moores

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Inventor

Date Signed

Witness(es)

Donald L. McLagan

Carl G. Query

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8/19/10

