

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Rand B. Nickerson</td> <td>08/28/2007</td> </tr> <tr> <td>Mark A. Treschl</td> <td>08/28/2007</td> </tr> </tbody> </table>		Name	Execution Date	Rand B. Nickerson	08/28/2007	Mark A. Treschl	08/28/2007						
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>OpinionLab, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>513 Central Avenue</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 300</td> </tr> <tr> <td>City:</td> <td>Highland Park</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60035</td> </tr> </table>		Name:	OpinionLab, Inc.	Street Address:	513 Central Avenue	Internal Address:	Suite 300	City:	Highland Park	State/Country:	ILLINOIS	Postal Code:	60035
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CORRESPONDENCE DATA													
<p>Fax Number: (214)661-4559</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 214.953.6559</p> <p>Email: linda.henretta@bakerbotts.com</p> <p>Correspondent Name: BAKER BOTTS L.L.P.</p> <p>Address Line 1: 2001 ROSS AVENUE</p> <p>Address Line 2: SUITE 600</p> <p>Address Line 4: DALLAS, TEXAS 75201-2980</p>													
ATTORNEY DOCKET NUMBER:	067543.0305												
NAME OF SUBMITTER:	Linda Henretta												
<p>Total Attachments: 3</p> <p>source=0675430305assignment#page1.tif</p>													

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PATENT
REEL: 025015 FRAME: 0950

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ASSIGNMENT

WHEREAS, I, as one of the undersigned joint inventors, of residence as listed, having invented certain new and useful improvements as below entitled, for which application for United States Letters Patent is made, said application having been executed on the date set forth below; and

WHEREAS, OpinionLab, Inc. (hereinafter referred to as "Assignee"), a Delaware Corporation, with an address of 513 Central Avenue, Suite 300, Highland Park, Illinois 60035, desires to acquire our entire right, title and interest in and to the invention, and in and to the said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we assign to Assignee all right, title and interest in and to said invention and in and to said application and all patents which may be granted therefor, and all divisions, reissues, continuations, continuations-in-part and extensions thereof, and we hereby authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as our interest is concerned, to Assignee.

We also assign to Assignee, all right, title and interest to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in **its/their** own name throughout the world, including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and we further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

We will communicate to Assignee all facts known to us respecting any improvements; and, at the expense of Assignee, we will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

ATTORNEY'S DOCKET NO.
067543.0236

ASSIGNMENT

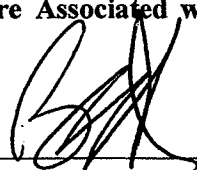
2

Title of Invention: **Computer-Implemented System and Method for Measuring and Reporting Business Intelligence Based on Comments Collected from Web Page Users using Software Associated with Accessed Web Pages**

Signature of Inventor:

Inventor's Name:

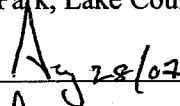
Residence (City, County, State)

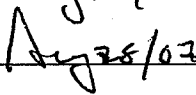

Rand B. Nickerson

Highland Park, Lake County, Illinois

Date:

Date Application Executed:


Aug 28/07


Aug 28/07

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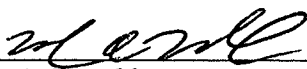
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Signature of Inventor:

Inventor's Name:

Residence (City, County, State)



Mark A. Treschl
Highland Park, Lake County, Illinois

Date:

8/28/07

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