

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>Douglas Trott</td> <td>01/12/2007</td> </tr> <tr> <td>Jeffrey Marsden</td> <td>01/12/2007</td> </tr> <tr> <td>Patrick Kennedy</td> <td>01/12/2007</td> </tr> <tr> <td>Christopher May</td> <td>01/12/2007</td> </tr> </tbody> </table> | | Name | Execution Date | Douglas Trott | 01/12/2007 | Jeffrey Marsden | 01/12/2007 | Patrick Kennedy | 01/12/2007 | Christopher May | 01/12/2007 | | |
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| Douglas Trott | 01/12/2007 | | | | | | | | | | | | |
| Jeffrey Marsden | 01/12/2007 | | | | | | | | | | | | |
| Patrick Kennedy | 01/12/2007 | | | | | | | | | | | | |
| Christopher May | 01/12/2007 | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>PriceMetrix, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>200 Front Street West</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 2202</td> </tr> <tr> <td>City:</td> <td>Toronto Ontario</td> </tr> <tr> <td>State/Country:</td> <td>CANADA</td> </tr> <tr> <td>Postal Code:</td> <td>M5V 3K2</td> </tr> </table> | | Name: | PriceMetrix, Inc. | Street Address: | 200 Front Street West | Internal Address: | Suite 2202 | City: | Toronto Ontario | State/Country: | CANADA | Postal Code: | M5V 3K2 |
| Name: | PriceMetrix, Inc. | | | | | | | | | | | | |
| Street Address: | 200 Front Street West | | | | | | | | | | | | |
| Internal Address: | Suite 2202 | | | | | | | | | | | | |
| City: | Toronto Ontario | | | | | | | | | | | | |
| State/Country: | CANADA | | | | | | | | | | | | |
| Postal Code: | M5V 3K2 | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12424654</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 12424654 | | | | | | | | |
| Property Type | Number | | | | | | | | | | | | |
| Application Number: | 12424654 | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | |
| <p>Fax Number: (713)229-2504 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 7132261495 Email: dterrell@lockelord.com</p> <p>Correspondent Name: David Terrell Address Line 1: 600 Travis St Address Line 2: Suite 2800 Address Line 4: Houston, TEXAS 77002</p> | | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 0023687-004US | | | | | | | | | | | | |
| NAME OF SUBMITTER: | David L. Terrell | | | | | | | | | | | | |

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PATENT
 REEL: 025500 FRAME: 0824

Total Attachments: 6

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ASSIGNMENT

WHEREAS, Douglas Trott, Jeffrey Marsden, Patrick Kennedy and Christopher May, (hereinafter referred to as Assignors) have invented certain new and useful improvements in REFERENCE PRICE FRAMEWORK; set forth in a Patent application for Letters Patent of the United States, Serial No. 11/550,620, filed October 18, 2006; and

WHEREAS, PriceMetrix, Inc., a corporation having its principal place of business at 200 Front Street West, Suite 2202, Toronto Ontario, Canada M5V 3K2, (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to the inventions and the Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefor and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is acknowledged, Assignors have sold, assigned, transferred and set over, and does sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of the application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

AND for the same consideration, Assignors represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the joint and lawful owners of the entire right, title and interest in and to the inventions and application for Letters Patent above-mentioned,

and that same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey same in the manner set forth in this Assignment.

AND for the same consideration, Assignors covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, does advise: that any proceeding in connection with the inventions, or Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for the inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

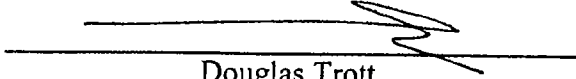
AND Assignors request the Commissioner of Patent and Trademarks to issue Letters Patent of the United States to Assignee, as Assignee of inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

JENKENS & GILCHRIST, A PROFESSIONAL CORPORATION

All attorneys associated with Customer Number 24238

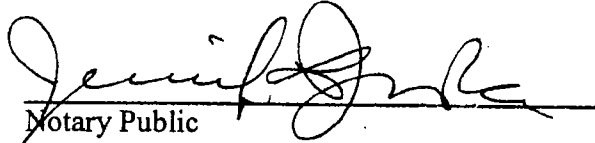
AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.


Douglas Trott

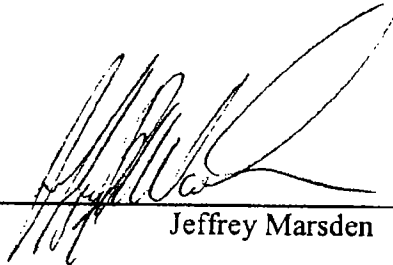
Date: Jan. 12/07

Canada
Province of Ontario) ss.:

On this 12th day of January, 2007, before me personally came Douglas Trott, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.


Notary Public

AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.




Jeffrey Marsden

Date: Jan. 12/07

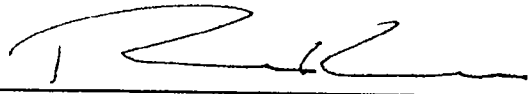
Canada
Province of Ontario) ss.:

On this 12th day of January, 2007, before me
personally came Jeffrey Marsden, to me known to be the individual
described in and who executed the foregoing instrument, and acknowledged execution
of the same.



Notary Public

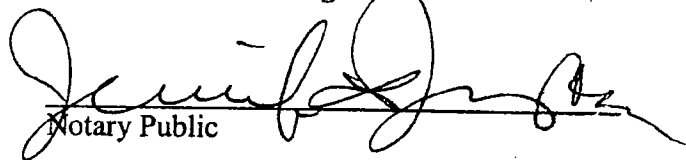
AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.


Patrick Kennedy

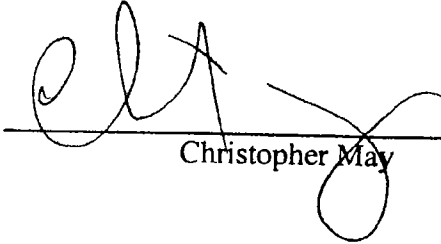
Date: January 12/07

Canada
Province of Ontario ss.:

On this 12th day of January, 2007, before me personally came Patrick Kennedy, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.


Notary Public

AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

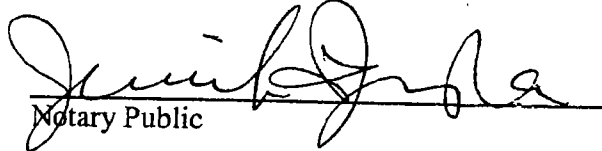


Christopher May

Date: 2007 01 12

Canada
Province of Ontario) ss.:

On this 12th day of January, 2007, before me personally came Christopher May, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



Notary Public