

PATENT ASSIGNMENT

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SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT												
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee name and address previously recorded on Reel 020944 Frame 0790. Assignor(s) hereby confirms the Assignment of Assignors Interest.												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Daniel Neely</td><td>03/24/2008</td></tr><tr><td>Glenn Jenkins</td><td>03/24/2008</td></tr><tr><td>Matthew Wulff</td><td>03/24/2008</td></tr><tr><td>Michael Mitchell</td><td>04/08/2008</td></tr></tbody></table>		Name	Execution Date	Daniel Neely	03/24/2008	Glenn Jenkins	03/24/2008	Matthew Wulff	03/24/2008	Michael Mitchell	04/08/2008		
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<table border="1"><tr><td>Name:</td><td>Networked Insights, Inc.</td></tr><tr><td>Street Address:</td><td>33 E. Main Street</td></tr><tr><td>Internal Address:</td><td>Suite 251</td></tr><tr><td>City:</td><td>Madison</td></tr><tr><td>State/Country:</td><td>WISCONSIN</td></tr><tr><td>Postal Code:</td><td>53703</td></tr></table>		Name:	Networked Insights, Inc.	Street Address:	33 E. Main Street	Internal Address:	Suite 251	City:	Madison	State/Country:	WISCONSIN	Postal Code:	53703
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Patent Number:	7925743												
CORRESPONDENCE DATA													
Fax Number: (608)258-4258 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: (608) 257-5035 Email: ptomailmadison@foley.com Correspondent Name: Christopher L. Kalafut, Esq. Address Line 1: Foley & Lardner LLP Address Line 2: 150 E. Gilman Street Address Line 4: Madison, WISCONSIN 53703													
ATTORNEY DOCKET NUMBER:	080851-0112												

501560277

PATENT
REEL: 026418 FRAME: 0084

OP \$40.00 7925743

NAME OF SUBMITTER:

Christopher L. Kalafut

Total Attachments: 7

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PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT												
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<table border="1"><tr><td>Name:</td><td>Networked Insights, LLC</td></tr><tr><td>Street Address:</td><td>131 W. Wilson Street</td></tr><tr><td>Internal Address:</td><td>Suite 1001</td></tr><tr><td>City:</td><td>Madison</td></tr><tr><td>State/Country:</td><td>WISCONSIN</td></tr><tr><td>Postal Code:</td><td>53703</td></tr></table>	Name:	Networked Insights, LLC	Street Address:	131 W. Wilson Street	Internal Address:	Suite 1001	City:	Madison	State/Country:	WISCONSIN	Postal Code:	53703	
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Application Number:	12040087												
CORRESPONDENCE DATA													
Fax Number:	(608)228-4224												

RECEIVED

PATENT

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (608) 258-4263
Email: ptomailmadison@foley.com
Correspondent Name: Callie M. Bell
Address Line 1: Foley & Lardner LLP
Address Line 2: P.O. Box 1497
Address Line 4: Madison, WISCONSIN 53701-1497

**ATTORNEY DOCKET
NUMBER:**

080851-0112

NAME OF SUBMITTER:

Callie M. Bell

Signature:

/s/Callie M. Bell/

Date:

05/14/2008

Total Attachments: 5

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RECEIPT INFORMATION

EPAS ID: PAT551993
Receipt Date: 05/14/2008
Fee Amount: \$30

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PATENT

ASSIGNMENT - WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor (hereinafter referred to singly and collectively as "ASSIGNOR") has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto

Networked Insights, ~~LLC~~ Inc. ^{CLK} 06/09/2011
~~131 W. Wilson Street~~ 33 E. Main Street
Suite ~~1001~~ 251
Madison, Wisconsin 53703

(hereinafter referred to as "ASSIGNEE") its successors and assigns, the full and exclusive right, title and interest for the United States, its territories and possessions, and all foreign countries in and to this invention relating to

METHOD AND SYSTEM FOR QUALIFYING USER ENGAGEMENT WITH A WEBSITE

as set forth in this United States Patent Application

check one ☐ executed concurrently herewith,
 ☐ executed on _____,
 ☒ Serial No. 12/040,087 Filed 2/29/2008

as well as in and to (a) all improvements and modifications of the above-identified invention or inventions, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the International Convention and any other international agreement to which the United States adheres; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR HEREBY AUTHORIZES ASSIGNEE to file patent applications in any or all countries on the above-identified invention or inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable under the International Convention or otherwise.

ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as assignee of the entire interest, for the sole use and benefit of ASSIGNEE, its successors and assigns.

ASSIGNOR HEREBY AGREES (a) to communicate to ASSIGNEE, its successors and assigns, or their representative or agents, all facts and information known or available to ASSIGNOR respecting said invention or inventions, improvements, and modifications including evidence for interference, reexamination, reissue, opposition, revocation, extension, or infringement purposes or other legal, judicial, or administrative proceedings, whenever requested by ASSIGNEE; (b) to testify in person or by affidavit as required by ASSIGNEE, its successors and assigns, in any such proceeding in the United States or a country foreign thereto; (c) to execute and deliver, upon request by ASSIGNEE, all lawful papers including, but not limited to, original, divisional, continuation, and reissue applications, renewals, assignments, powers of attorney, oaths, affidavits, and declarations, depositions; and (d) to provide all reasonable assistance to ASSIGNEE, its successors and assigns, in obtaining and enforcing proper title in and protection for said invention or inventions, improvements, and modifications under the intellectual property laws of the United States and countries foreign thereto.

ASSIGNOR HEREBY REPRESENTS AND WARRANTS that ASSIGNOR has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein, and that ASSIGNOR has not executed and will not execute any document or instrument in conflict herewith.

ASSIGNOR HEREBY GRANTS to the law firm of **Foley & Lardner LLP** the power and authority to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the law firm of **Foley & Lardner LLP** do not personally represent ASSIGNOR OR ASSIGNOR's legal interests, but instead represent the interests of ASSIGNEE; since said attorneys and agents cannot provide legal advice to ASSIGNOR with respect to this Assignment, ASSIGNOR acknowledges its right to seek its own independent legal counsel.

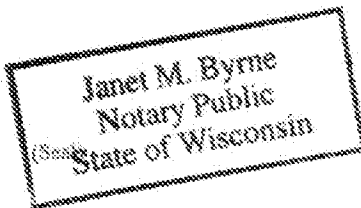
Executed this 24 day of March, 2008

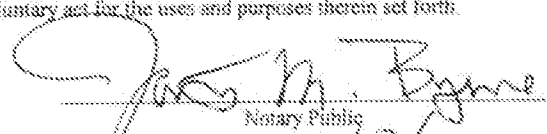


DANIEL NEELY

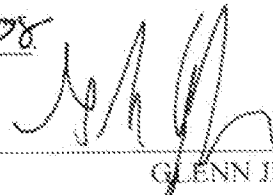
State of Wisconsin
County of Dane

On this 24th day of March, 2008, before me, a notary public in and for said county, appeared DANIEL NEELY, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.




Notary Public
My Commission Expires: 4/3/2011

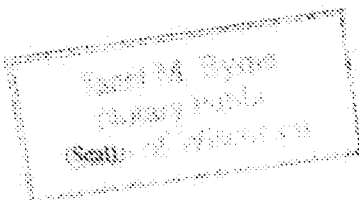
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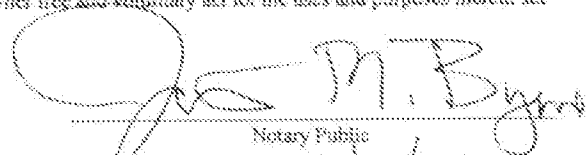


GLENN JENKINS

State of Wisc.
County of Dane

On this 24th day of March, 2008, before me, a notary public in and for said county, appeared GLENN JENKINS, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.



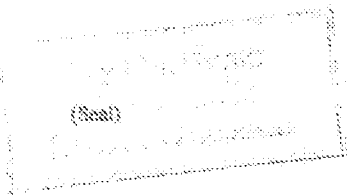

Notary Public
My Commission Expires: 4/3/2011

Executed this 24 day of March, 2008.

State of Wisconsin)
County of Dane) ss.

Matthew Wulff
MATTHEW WULFF

On this 24th day of March, 2008, before me, a notary public in and for said county, appeared MATTHEW WULFF, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.



James M. Byrne
Notary Public
My Commission Expires: 4/3/2011

Executed this _____ day of _____, 20____.

State of _____)
County of _____) ss.

MICHAEL MITCHELL

On this _____ day of _____, 20____, before me, a notary public in and for said county, appeared MICHAEL MITCHELL, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

(Seal)

Notary Public
My Commission Expires: _____

Executed this _____ day of _____, 20____.

MATTHEW WULFF

State of _____
County of _____

On this _____ day of _____, 20____, before me, a notary public in and for said county, appeared MATTHEW WULFF, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

Notary Public

My Commission Expires: _____

(Seal)

Executed this 8th day of April, 2008.

MICHAEL MITCHELL

State of California
County of San Diego

On this 8th day of April, 2008, before me, a notary public in and for said county, appeared MICHAEL MITCHELL, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

Notary Public

My Commission Expires: 05/04/10

(Seal)

