

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Eightfold Logic, Inc.	06/24/2011
RECEIVING PARTY DATA	
Name:	Gere Dev. Applications, LLC
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Internal Address:	Suite 400
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State/Country:	DELAWARE
Postal Code:	19808
PROPERTY NUMBERS Total: 8	
Property Type	Number
Patent Number:	7657626
Application Number:	12694706
Patent Number:	7844590
Patent Number:	7685191
Application Number:	11454305
Application Number:	11454628
Application Number:	12143387
Application Number:	12555224
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ATTORNEY DOCKET NUMBER:	**GD-11,16,06,5,8,7,13,15
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NAME OF SUBMITTER:	Masako Calico
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ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, Eightfold Logic, Inc., a Delaware corporation, with an office at 649 Mission Street, 5th Floor, San Francisco, CA 94105 ("**Assignor**"), does hereby sell, assign, transfer, and convey unto Gere Dev. Applications, LLC, a Delaware limited liability company, having 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>
7,657,626	US	09/14/2007	Click fraud detection Richard Kazimierz Zwicky
12/694,706	US	01/27/2010	Click fraud detection Richard Kazimierz Zwicky
7,844,590	US	06/16/2006	Collection and organization of actual search results data for particular destinations Richard Kazimierz Zwicky
7,685,191	US	06/16/2006	Selection of advertisements to present on a web page or other destination based on search activities of users who selected the destination Richard Kazimierz Zwicky
11/454,305	US	06/16/2006	Analysis and reporting of collected search activity data over multiple search engines Richard Kazimierz Zwicky
11/454,628	US	06/16/2006	Auto-refinement of search results based on monitored search activities of users Richard Kazimierz Zwicky
12/143,387	US	06/20/2008	Internal marketing verification

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
			tool
12/555,224	US	09/08/2009	Richard Kazimierz Zwicky Search engine optimization performance valuation Richard Kazimierz Zwicky

(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 represents, warrants and covenants that:

(1) Assignor has the full power and authority, and has obtained all third party consents, approvals and/or other authorizations required to enter into this Agreement and to carry out its obligations hereunder, including the assignment of the Patent Rights to Assignee; and

(2) Assignor owns, and by this document assigns to Assignee, all right, title, and interest to the Patent Rights, including, without limitation, all right, title, and interest to sue for infringement of the Patent Rights. Assignor has obtained and properly recorded previously executed assignments for the Patent Rights as necessary to fully perfect its rights and title therein in accordance with governing law and regulations in each respective jurisdiction. The Patent Rights are free and clear of all liens, claims, mortgages, security interests or other encumbrances, and restrictions. There are no actions, suits, investigations, claims or proceedings threatened, pending or in progress relating in any way to the Patent Rights. There are no existing contracts, agreements, options, commitments, proposals, bids, offers, or rights with, to, or in any person to acquire any of the Patent Rights.

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.


Assignor will, at the reasonable request of Assignee and without demanding any further consideration therefore, do all things necessary, proper, or advisable, including without limitation, the execution, acknowledgment, and recordation of specific assignments, oaths, declarations, and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, sustaining, and/or enforcing the Patent Rights.

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 SAN FRANCISCO, CA
on JUNE 24, 2011.

ASSIGNOR:

Eightfold Logic, Inc.

By: 
Name: Mark B Hoffman
Title: CEO
(Signature MUST be attested)

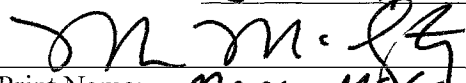
ATTESTATION OF SIGNATURE PURSUANT TO 28 U.S.C. § 1746

The undersigned witnessed the signature of MARK HOFFMAN the above Assignment of Patent Rights on behalf of Eightfold Logic, 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. MARK HOFFMAN is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on JUNE 24, 2011 to execute the above Assignment of Patent Rights on behalf of Eightfold Logic, Inc.
3. MARK HOFFMAN subscribed to the above Assignment of Patent Rights on behalf of Eightfold Logic, 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 JUNE 24, 2011 (date)


Print Name: MARK MCGURT