

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Chang Huang</td><td>09/22/2011</td></tr><tr><td>Wei Huang</td><td>09/29/2011</td></tr><tr><td>Jia Ye Wang</td><td>09/29/2011</td></tr><tr><td>Wei Yang</td><td>09/29/2011</td></tr><tr><td>Xiang Zhou</td><td>09/29/2011</td></tr></tbody></table>	Name	Execution Date	Chang Huang	09/22/2011	Wei Huang	09/29/2011	Jia Ye Wang	09/29/2011	Wei Yang	09/29/2011	Xiang Zhou	09/29/2011	
Name	Execution Date												
Chang Huang	09/22/2011												
Wei Huang	09/29/2011												
Jia Ye Wang	09/29/2011												
Wei Yang	09/29/2011												
Xiang Zhou	09/29/2011												
RECEIVING PARTY DATA													
Name:	International Business Machines Corporation												
Street Address:	New Orchard Road												
City:	Armonk												
State/Country:	NEW YORK												
Postal Code:	10504												
PROPERTY NUMBERS Total: 1													
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13249518</td></tr></tbody></table>	Property Type	Number	Application Number:	13249518									
Property Type	Number												
Application Number:	13249518												
CORRESPONDENCE DATA													
Fax Number:	(512)370-2850												
Phone:	512-370-2832												
Email:	rvoigt@winstead.com												
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>													
Correspondent Name:	Robert A. Voigt, Jr.												
Address Line 1:	P.O. BOX 50784												
Address Line 4:	DALLAS, TEXAS 75201												
ATTORNEY DOCKET NUMBER:	CN920100080US1												
NAME OF SUBMITTER:	Robert A. Voigt, Jr.												
Total Attachments: 2 source=ExecutedAssignment7036-P452US#page1.tif source=ExecutedAssignment7036-P452US#page2.tif													

CH \$40.00 13249518

501677402

PATENT
REEL: 026996 FRAME: 0563

ASSIGNMENT

Whereas, the undersigned Inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") in:

Title of the Invention: **ANALYZING WEBPAGE USERS' WEB ACCESS ACTIONS BY USING A DEFINED FOCAL REGION**

and further identified by the IBM Docket Number provided above in the header of this Assignment, for which an application for a United States Patent was executed concurrently herewith or was filed having:

Serial Number: 13/249,518 (insert series code and serial number here if/when available)

Whereas, International Business Machines Corporation, a corporation of New York having a place of business at Armonk, New York (herein referred to as "IBM"), desires to acquire, and each undersigned Inventor desires to grant to IBM, the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;

Now, therefore, for good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned Inventor ("ASSIGNOR") hereby sells, assigns, and otherwise transfers to IBM (the "ASSIGNEE"), its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned Inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to IBM, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by IBM, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned Inventor agrees to execute any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title to the Invention and all related patents and applications, in IBM, its successors, legal representatives, and assigns, whenever requested by IBM, its successors, legal representatives, or assigns.

Each undersigned Inventor acknowledges their prior and ongoing obligations to sell, assign, and transfer the rights under this Assignment to IBM and is unaware of any reason why they may not have the full and unencumbered right to sell, assign, and transfer the rights hereby sold, assigned, and transferred, and has not executed, and will not execute, any document or instrument in conflict herewith. Each undersigned Inventor also hereby grants IBM, its successors, legal representatives, and assigns, the right to insert in this Assignment any further identification (including, but not limited to, patent application Serial Number) which may be necessary or desirable for recordation of this Assignment. This Assignment is governed by the substantive laws of the State of New York, and any disputes will be resolved in a New York state court or federal court sited in New York.

[Inventor Signature Page(s) Follows]

IBM DOCKET NUMBER: CN920100080US1

Executed by Inventor 1

Signature: _____

Chang Huang
Chang Huang

Date: _____

9/22/2011

Executed by Inventor 2

Signature: _____

Wei Huang
Wei Huang

Date: _____

9/29/2011

Executed by Inventor 3

Signature: _____

Jia Ye Wang
Jia Ye Wang

Date: _____

9/29/2011

Executed by Inventor 4

Signature: _____

Wei Yang 杨薇
Wei Yang

Date: _____

9/29/2011

Executed by Inventor 5

Signature: _____

Xiang Zhou
Xiang Zhou

Date: _____

9/29/2011

Page 2 of 2

AUSTIN_I1643348v1
7036-P452US 09/21/2011

RECORDED: 09/30/2011

PATENT
REEL: 026996 FRAME: 0565