

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Xonomic Inc.	10/27/2011
RECEIVING PARTY DATA	
Name:	Auctionomics Inc.
Street Address:	677 Waverly Street
City:	Palo Alto
State/Country:	CALIFORNIA
Postal Code:	94301
PROPERTY NUMBERS Total: 8	
Property Type	Number
Application Number:	12340999
Application Number:	12796552
Application Number:	12949686
Application Number:	12945707
Application Number:	61115657
Application Number:	61185099
PCT Number:	US8088033
PCT Number:	US8088661
CORRESPONDENCE DATA	
Fax Number:	(801)355-0160
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
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OP \$320.00 12340999

ATTORNEY DOCKET NUMBER:	10073-01000 US
NAME OF SUBMITTER:	Kanda V. Ishihara
Total Attachments: 3 source=03226 PR 2011-11-10 - Assignment from Xonomic to Auctionomics#page1.tif source=03226 PR 2011-11-10 - Assignment from Xonomic to Auctionomics#page2.tif source=03226 PR 2011-11-10 - Assignment from Xonomic to Auctionomics#page3.tif	

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, **Xonomic Inc.**, a Delaware corporation, having a place of business at 209 Hamilton Avenue, Palo Alto, California 94301 (referred to as "ASSIGNOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Auctionomics Inc.**, a Delaware corporation, having a place of business at 677 Waverley Street, Palo Alto, California 94301 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") of the patents and pending patent applications identified on Attachment A (the "PATENTS");

2. The entire worldwide right, title, and interest in and to:
(a) the PATENTS; (b) all applications claiming priority from the PATENTS; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the PATENTS and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

ASSIGNOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

ASSIGNOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. ASSIGNOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

ASSIGNOR represents that ASSIGNOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the ASSIGNOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

ASSIGNOR grants the attorney of record 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.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

XONOMIC INC.



**By: Paul Milgrom
President**

Date of Signature

October 27, 2011

Attachment A

PLW Ref.	Serial No.	Filing Date	Title
02051 US	12/340,999	22-Dec-2008	Assignment Exchange And Auction
02647 US	12/796,552	8-Jun-2010	Systems and Method for Incorporating Bidder Budgets in Multi-Item Auctions
02817 US	12/949,686	18-Nov-2010	System For Configuration and Implementation of An Assignment Auction or Exchange
02818 US	12/945,707	12-Nov-2010	Extended Uses of Assignment Messages
02051 PCT	PCTUS2008088033	22-Dec-2008	Assignment Exchange And Auction
02052 PCT	PCTUS2008088661	31-Dec-2008	Assignment Exchange And Auction
02165 PR	61/115,657	18-Nov-2008	Extended Uses Of Assignment Messages
02166 PR	61/185,099	8-Jun-2009	Incorporating Bidder Budgets In Multi-Item Auctions