

## PATENT ASSIGNMENT

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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>Herbert Dennis Hunt</td> <td>07/02/2008</td> </tr> <tr> <td>John Randall West</td> <td>07/02/2008</td> </tr> <tr> <td>Marshall Ashby Gibbs Jr.</td> <td>06/30/2008</td> </tr> <tr> <td>Bradley Michael Grigione</td> <td>06/30/2008</td> </tr> <tr> <td>Gregory David Neil Hudson</td> <td>06/30/2008</td> </tr> <tr> <td>Andrea Basilico</td> <td>06/25/2008</td> </tr> <tr> <td>Arvid C. Johnson</td> <td>07/11/2008</td> </tr> <tr> <td>Cheryl G. Bergeon</td> <td>06/30/2008</td> </tr> <tr> <td>Craig Joseph Chapa</td> <td>06/30/2008</td> </tr> <tr> <td>Alberto Agostinelli</td> <td>06/25/2008</td> </tr> <tr> <td>Jay Alan Yusko</td> <td>07/14/2008</td> </tr> <tr> <td>Trevor Mason</td> <td>06/30/2008</td> </tr> </tbody> </table>		Name	Execution Date	Herbert Dennis Hunt	07/02/2008	John Randall West	07/02/2008	Marshall Ashby Gibbs Jr.	06/30/2008	Bradley Michael Grigione	06/30/2008	Gregory David Neil Hudson	06/30/2008	Andrea Basilico	06/25/2008	Arvid C. Johnson	07/11/2008	Cheryl G. Bergeon	06/30/2008	Craig Joseph Chapa	06/30/2008	Alberto Agostinelli	06/25/2008	Jay Alan Yusko	07/14/2008	Trevor Mason	06/30/2008
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RECEIVING PARTY DATA																											
<table border="1"> <tr> <td>Name:</td> <td>Information Resources, Inc</td> </tr> <tr> <td>Street Address:</td> <td>150 North Clinton Street</td> </tr> <tr> <td>City:</td> <td>Chicago</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60661</td> </tr> </table>		Name:	Information Resources, Inc	Street Address:	150 North Clinton Street	City:	Chicago	State/Country:	ILLINOIS	Postal Code:	60661																
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<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13418518</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13418518																						
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CORRESPONDENCE DATA																											
Fax Number:	(781)644-6137																										
Phone:	6179162658																										
Email:	patents@stratpat.com																										
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent																											

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*via US Mail.*

Correspondent Name: Strategic Patents P.C.  
Address Line 1: P.O.Box 920629  
Address Line 4: Needham, MASSACHUSETTS 02492

ATTORNEY DOCKET NUMBER:

IRIC-0044-P02

NAME OF SUBMITTER:

/Robert Mazzaresse/

Total Attachments: 9

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### ASSIGNMENT

WHEREAS, the Undersigned has developed certain inventions described in the U.S. patent applications identified in Exhibit A hereto, and has full right to convey his entire interest to the ASSIGNEE, both legal and equitable, in and to the inventions therein free from all prior assignments, agreements, licenses, mortgages, security interests, or other encumbrances whatsoever; and

WHEREAS, Information Resources, Inc. ("ASSIGNEE"), an entity organized and existing under the laws of the state of Delaware, and having a place of business at 150 North Clinton Street, Chicago, IL, 60661, is desirous of acquiring the entire right, title, and interest in and to the invention or inventions and any and all patents to be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each of the Undersigned, each of the Undersigned hereby sells, assigns and transfers unto the ASSIGNEE, its successors and assigns, his or her entire right, title and interest in and to the invention or inventions, as described in the above application and all applications resulting therefrom, including any and all conversions, divisions, continuations, continuations-in-part, substitute applications, and reissues or extensions thereof; and all resulting patents in any jurisdiction worldwide.

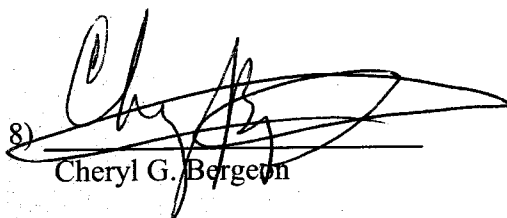
AND each of the Undersigned hereby authorizes and requests the issuing authority to issue any and all patents issuing from any of the forgoing to the ASSIGNEE or its successors and assigns.

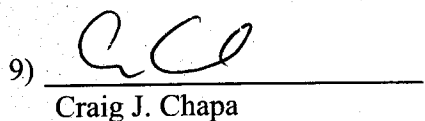
AND each of the Undersigned agrees that the attorney of record in the application shall hereinafter act on behalf of the ASSIGNEE.

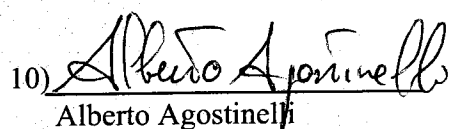
AND, each of the Undersigned further agrees, without any further payment or compensation by the ASSIGNEE or its successors and assigns, to communicate to the ASSIGNEE, its representatives or agents or its successors and assigns, any facts relating to the invention or inventions including evidence for interference purposes or for other legal proceedings whenever requested; to testify in any interference or other legal proceedings, whenever requested; to execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective; and to generally do everything possible to aid the ASSIGNEE, its successors or assigns and nominees to secure, obtain and enforce proper patent protection for the invention or inventions in this or any foreign country.

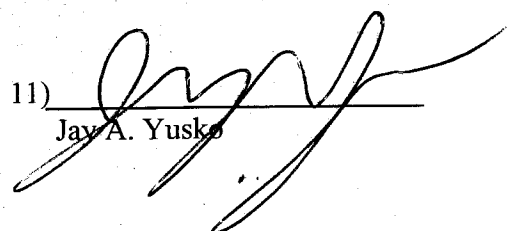
The undersigned hereby authorizes the attorney(s) associated with Patent Office Customer Number 43520, to insert hereon any further information necessary or desirable for recordation of this document.

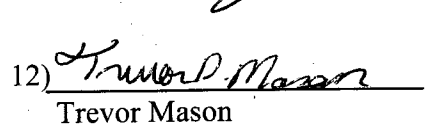
<u>Inventors</u>	<u>Date signed</u>	<u>Witness(es)</u>
1) <u></u> Herbert D. Hunt	<u>7/2/2008</u>	<u></u>
2) <u></u> John R. West	<u>7/2/08</u>	<u></u>
3) <u></u> Marshall A. Gibbs	<u>6.30.08</u>	<u></u>
4) <u></u> Bradley M. Griglione	<u>6/30/08</u>	<u></u>
5) <u></u> Gregory D. Hudson	<u>6/30/08</u>	<u></u>
6) <u></u> Andrea Basilio	<u>25/06/2008</u>	<u></u>
7) _____ Arvid C. Johnson	_____	_____

8)  30/06/2008 Michael A. Cobb  
Cheryl G. Bergeron

9)  06/30/2008 Jeanne L. Luby  
Craig J. Chapa

10)  25/06/2008 Michael A. Cobb  
Alberto Agostinelli

11)  7/14/2008 Michael A. Cobb  
Jay A. Yusk

12)  06-30-2008 Michael A. Cobb  
Trevor Mason

## Exhibit A

Serial No.	Attorney No.	Title	File Date
12/021,263	IRIC-0007-P01	ASSOCIATING A GRANTING MATRIX WITH AN ANALYTIC PLATFORM	January 28, 2008
12/021,268	IRIC-0007-P02	CROSS-CATEGORY VIEW OF A DATASET USING AN ANALYTIC PLATFORM	January 28, 2008
12/021,271	IRIC-0007-P03	MAPPING RETAILER-MANUFACTURER HIERARCHY STRUCTURES USING A MULTIPLE DATA HIERARCHY VIEW IN AN ANALYTIC PLATFORM	January 28, 2008
12/021,274	IRIC-0007-P04	MULTIPLE-CATEGORY VISUALIZATION OF A PLURALITY OF RETAILERS' DATASETS USING AN ANALYTIC PLATFORM	January 28, 2008
12/021,276	IRIC-0007-P05	INTRODUCTION AND ANALYSIS OF A NEW DATASET HIERARCHY IN A SINGLE ANALYTIC SESSION	January 28, 2008
12/021,227	IRIC-0008-P01	BIAS REDUCTION USING DATA FUSION OF HOUSEHOLD PANEL DATA AND TRANSACTION DATA	January 28, 2008
12/021,234	IRIC-0008-P02	DATA OBFUSCATION IN ASSOCIATION WITH DATA FUSION	January 28, 2008
12/021,243	IRIC-0008-P03	DATA PERTURBATION OF FUSED DATA	January 28, 2008
12/021,260	IRIC-0008-P04	FUSING DATA IN ASSOCIATION WITH AN AVAILABILITY CONDITION IN A GRANTING MATRIX	January 28, 2008
12/021,253	IRIC-0008-P05	MULTIPLE-CATEGORY VISUALIZATION OF A PLURALITY OF RETAILERS' DATASETS USING AN ANALYTIC PLATFORM	January 28, 2008
12/021,553	IRIC-0011-P01	DATA FUSION USING A KEY	January 29, 2008
12/021,495	IRIC-0012-P01	ATTRIBUTE SEGMENTS AND DATA TABLE BIAS REDUCTION	January 29, 2008
12/021,507	IRIC-0013-P01	ASSOCIATING A GRANTING MATRIX WITH A DATA FUSION FACILITY	January 29, 2008

12/021,525	IRIC-0014-P01	TRACKING A RETAIL CHANNEL WITH A SPARSE DATA PRESENCE USING DATA FUSION	January 29, 2008
12/021,581	IRIC-0015-P01	CONSUMER DRIVEN PROMOTION APPLICATION	January 29, 2008
12/021,916	IRIC-0016-P01	DATA VISUALIZATION APPLICATION	January 29, 2008
12/021,947	IRIC-0017-P01	IN-STORE CONDITIONS APPLICATION	January 29, 2008
12/021,968	IRIC-0018-P01	ONE-TO-ONE MARKETING APPLICATION	January 29, 2008
12/021,989	IRIC-0019-P01	CONSUMER SEGMENT ANALYSIS APPLICATION	January 29, 2008
12/022,001	IRIC-0020-P01	BUSINESS REPORTING APPLICATION	January 29, 2008
12/022,081	IRIC-0021-P01	AUTOMATED REPORTING FRAMEWORK	January 29, 2008
12/022,089	IRIC-0022-P01	ALL OUTLET REPORTING APPLICATION	January 29, 2008
12/022,091	IRIC-0023-P01	CUSTOMER RELATIONSHIP DATA INTEGRATION APPLICATION	January 29, 2008
12/022,100	IRIC-0024-P01	HOUSEHOLD PANEL DEVELOPMENT APPLICATION	January 29, 2008
12/022,105	IRIC-0025-P01	LOYALTY AND MARKET BASKET DATA APPLICATION	January 29, 2008
12/022,592	IRIC-0026-P01	BUSINESS REPORTING WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/022,617	IRIC-0027-P01	CHANNEL DEVELOPMENT AND PRIORITIZATION APPLICATION WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/022,638	IRIC-0028-P01	CUSTOMER SCANNER DATABASE APPLICATION WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/022,667	IRIC-0029-P01	CUSTOMIZED RETAILER PORTAL WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/022,703	IRIC-0030-P01	DATA VISUALIZATION USING AN ANALYTIC PLATFORM	January 30, 2008
12/022,621	IRIC-0031-P01	DATABASE RESTATEMENT APPLICATION WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/022,634	IRIC-0032-P01	MERGERS AND ACQUISITIONS APPLICATION WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/022,653	IRIC-0033-P01	MARKETING MIX APPLICATION WITHIN AN ANALYTIC PLATFORM	January 30, 2008


12/022,662	IRIC-0034-P01	VENUE MODELING WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/022,675	IRIC-0035-P01	MULTIDIMENSIONAL QUERY LANGUAGE INTERFACE ASSOCIATED WITH AN ANALYTIC PLATFORM	January 30, 2008
12/022,687	IRIC-0036-P01	ON DEMAND BUSINESS REPORTING WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/022,701	IRIC-0037-P01	POTENTIAL SHOPPER APPLICATION WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/022,740	IRIC-0038-P01	PRODUCT CODING APPLICATION WITHIN AN ANALYTIC PLATFORM	January 30, 2008
12/023,050	IRIC-0039-P01	PROMOTIONAL MEDIA APPLICATION WITHIN AN ANALYTIC PLATFORM	January 31, 2008
12/023,055	IRIC-0040-P01	RETAIL SPENDING EFFECTIVENESS APPLICATION WITHIN AN ANALYTIC PLATFORM	January 31, 2008
12/023,275	IRIC-0041-P01	STORE SUCCESS ANALYSIS APPLICATION WITHIN AN ANALYTIC PLATFORM	January 31, 2008
12/023,284	IRIC-0042-P01	FLEXIBLE PROJECTION FACILITY WITHIN AN ANALYTIC PLATFORM	January 31, 2008
12/023,294	IRIC-0043-P01	PROJECTION FACILITY WITHIN AN ANALYTIC PLATFORM	January 31, 2008
12/023,305	IRIC-0044-P01	SIMILARITY MATCHING OF A COMPETITOR'S PRODUCTS	January 31, 2008
12/023,310	IRIC-0045-P01	SIMILARITY MATCHING OF PRODUCTS BASED ON MULTIPLE CLASSIFICATION SCHEMES	January 31, 2008
12/023,324	IRIC-0046-P01	SIMILARITY MATCHING BASED ON PRODUCT ATTRIBUTE CLASSIFICATION	January 31, 2008
12/023,186	IRIC-0047-P01	SIMILARITY MATCHING FOR PRODUCT CODE ASSIGNMENT	January 31, 2008
12/023,200	IRIC-0048-P01	ASSOCIATING A FLEXIBLE DATA HIERARCHY WITH AN AVAILABILITY CONDITION IN A GRANTING MATRIX	January 31, 2008
12/023,229	IRIC-0049-P01	SPECIFICATION AND STORAGE OF AN AVAILABILITY CONDITION IN A GRANTING MATRIX	January 31, 2008



12/023,243	IRIC-0050-P01	ASSOCIATING A GRANTING MATRIX WITH A PRODUCT AND PRODUCT-CODE COMBINATION	January 31, 2008
12/023,254	IRIC-0051-P01	ASSOCIATING A STATISTICAL CRITERION WITH AN AVAILABILITY CONDITION IN A GRANTING MATRIX	January 31, 2008
12/023,283	IRIC-0053-P01	DIMENSIONAL COMPRESSION USING AN ANALYTIC PLATFORM	January 31, 2008
12/023,358	IRIC-0055-P01	ASSOCIATING A NEW CALCULATED MEASURE WITH A DATASET USING AN ANALYTIC PLATFORM	January 31, 2008
12/023,395	IRIC-0055-P02	CAUSAL BITMAP FAKE IN ASSOCIATION WITH USING AGGREGATED DATA THAT IS STORED AT A GRANULAR LEVEL	January 31, 2008
12/023,424	IRIC-0055-P03	SIMULATED QUERIES, DATA PERTURBATION AND HYBRID QUERIES	January 31, 2008
12/023,458	IRIC-0055-P04	SIMULATED QUERIES AND DATA PERTURBATION	January 31, 2008
12/023,487	IRIC-0055-P05	UTILIZING AGGREGATED DATA BASED ON AN AVAILABILITY CONDITION	January 31, 2008
12/023,363	IRIC-0055-P06	ASSOCIATING A BUSINESS REPORT WITH AN AVAILABILITY CONDITION IN A GRANTING MATRIX	January 31, 2008
12/023,363	IRIC-0055-P06	ASSOCIATING A BUSINESS REPORT WITH AN AVAILABILITY CONDITION IN A GRANTING MATRIX	January 31, 2008
12/023,373	IRIC-0055-P07	DATA PERTURBATION AND COMMODITY VALUE CALCULATION	January 31, 2008
12/023,387	IRIC-0055-P08	AGGREGATION OF PROJECTED FACT DATA AND ASSOCIATED DIMENSION DATA	January 31, 2008

12/023,392	IRIC-0055-P09	REAL-TIME ALTERATION OF AN AVAILABILITY CONDITION IN A GRANTING MATRIX	January 31, 2008
12/023,688	IRIC-0055-P13	RELEASING DATA TO A DATA SANDBOX BASED ON AN AVAILABILITY CONDITION IN A GRANTING MATRIX	January 31, 2008
12/023,744	IRIC-0055-P14	DIMENSIONAL COMPRESSION IN ASSOCIATION WITH A PERTURBATION DATA TABLE	January 31, 2008
12/023,726	IRIC-0055-P15	DIMENSIONAL COMPRESSION IN AN ANALYTIC DATA TABLE	January 31, 2008
61/024,142	IRIC-0007-P61	ANALYTIC PLATFORM	January 28, 2008
60/979,305	IRIC-0008-P60	DATA FUSION METHODS	October 11, 2007
61/024,149	IRIC-0008-P61	DATA FUSION METHODS AND SYSTEMS	January 28, 2008
60/891,936	IRIC-0006-P61	ANALYTIC PLATFORM	February 27, 2007
60/891,508	IRIC-0006-P60	ANALYTIC PLATFORM	February 24, 2007
60/887,573	IRIC-0004-P60	ANALYTIC PLATFORM	January 31, 2007
60/952,898	IRIC-0007-P60	ANALYTIC PLATFORM	July 31, 2007

The undersigned hereby authorizes the attorney(s) associated with Patent Office Customer Number 43520, to insert hereon any further information necessary or desirable for recordation of this document.

<u>Inventors</u>	<u>Date signed</u>	<u>Witness(es)</u>
1) _____ Herbert D. Hunt	_____	_____
2) _____ John R. West	_____	_____
3) _____ Marshall A. Gibbs	_____	_____
4) _____ Bradley M. Griglione	_____	_____
5) _____ Gregory D. Hudson	_____	_____
6) _____ Andrea Basilico	_____	_____
7)  Arvid C. Johnson	