

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Knowledgebase Marketing, Inc.	09/13/2012
RECEIVING PARTY DATA	
Name:	Brindle Data L.L.C.
Street Address:	2711 Centerville Rd
Internal Address:	Suite 400
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
PROPERTY NUMBERS Total: 10	
Property Type	Number
Patent Number:	7562058
Patent Number:	7725300
Patent Number:	7499897
Patent Number:	7933762
Patent Number:	8170841
Patent Number:	8165853
Patent Number:	7730003
Application Number:	12787956
Application Number:	13444941
Application Number:	13444963
CORRESPONDENCE DATA	
Fax Number:	2155683439
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(215) 568-3100

CH \$400.00 7562058

Email: assignments@woodcock.com
Correspondent Name: Jon M. Isaacson
Address Line 1: 2929 Arch Street
Address Line 2: 12th Floor
Address Line 4: Philadelphia, PENNSYLVANIA 19104-2891

ATTORNEY DOCKET NUMBER:

**BD-0001

NAME OF SUBMITTER:

Laura Rae Workman

Total Attachments: 4

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ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, KnowledgeBase Marketing, Inc., a Delaware corporation having offices at 2050 N. Greenville Ave., Richardson, TX 75082 ("**Assignor**"), does hereby sell, assign, transfer, and convey unto Brindle Data L.L.C., a Delaware limited liability company, with 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>
7562058	US	04/16/2004	Predictive model management using a re-entrant process Stephen K. Pinto
7725300	US	04/16/2004	Target profiling in predictive modeling Stephen K. Pinto
7499897	US	04/16/2004	Predictive model variable management Stephen K. Pinto
7933762	US	04/16/2004	Predictive model generation Stephen K. Pinto
8170841	US	04/16/2004	Predictive model validation Stephen K. Pinto
8165853	US	04/16/2004	Dimension Reduction in Predictive Model Development Stephen K. Pinto
7730003	US	04/16/2004	Predictive model augmentation by variable transformation Stephen K. Pinto

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
12/787956	US	05/26/2010	Predictive Model Development Stephen K. Pinto
13/444941	US	04/12/2012	Unable to verify Unable to verify
13/444963	US	04/12/2012	Unable to verify Unable to verify

(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 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.

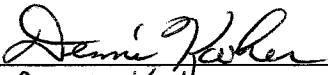
Assignor will, at the reasonable request of Assignee, do all things necessary, proper, or advisable, including without limitation, the execution, acknowledgment, and recordation of specific assignments, oaths, declarations, and other documents on a country-by-country basis, to assist Assignee in obtaining, 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 11:00
_____ on September 13, 2012.

ASSIGNOR:

KnowledgeBase Marketing, Inc.

By: 
Name: Dennis Kecker
Title: President
(Signature MUST be attested)

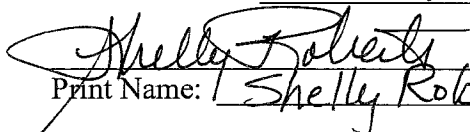
ATTESTATION OF SIGNATURE PURSUANT TO 28 U.S.C. § 1746

The undersigned witnessed the signature of Dennis Kooker to the above Assignment of Patent Rights on behalf of KnowledgeBase Marketing, 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. Dennis Kooker is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on Sept 13, 2012 to execute the above Assignment of Patent Rights on behalf of KnowledgeBase Marketing, Inc.
3. Dennis Kooker subscribed to the above Assignment of Patent Rights on behalf of KnowledgeBase Marketing, 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 9-13-12 (date)


Print Name: Shelly Roberts