

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>Mukesh Chatter</td> <td>10/04/2007</td> </tr> <tr> <td>Rohit Goyal</td> <td>10/04/2007</td> </tr> <tr> <td>Shiao-bin Soong</td> <td>10/04/2007</td> </tr> </tbody> </table>		Name	Execution Date	Mukesh Chatter	10/04/2007	Rohit Goyal	10/04/2007	Shiao-bin Soong	10/04/2007
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Mukesh Chatter	10/04/2007								
Rohit Goyal	10/04/2007								
Shiao-bin Soong	10/04/2007								
RECEIVING PARTY DATA									
Name:	NeoSaej Corp.								
Street Address:	24 New England Executive Park, Suite 105								
City:	Burlington								
State/Country:	MASSACHUSETTS								
Postal Code:	01803								
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>11974808</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11974808				
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Application Number:	11974808								
CORRESPONDENCE DATA									
Fax Number:	9782460256								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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NAME OF SUBMITTER:	Michael A. Bartley								
Total Attachments: 2 source=2007-10-04-neosaej-assignment#page1.tif source=2007-10-04-neosaej-assignment#page2.tif									

OP \$40.00 11974808

ASSIGNMENT

KNOW ALL MEN BY THESE PRESENTS:

That Whereas we/I, Mukesh Chatter, of 35 Flint Road, Concord Massachusetts, Rohit Goyal of 4 Canal Park, Unit 307, Cambridge, MA 02141, and Shiao-bin Soong of 12 Crestview Road, Littleton, MA 01460, have invented certain improvements in **A system for and method of automatic optimizing quantitative business objectives of sellers (advertisers) with synergistic pricing, promotions and advertisements, while simultaneously minimizing expenditure and discovery and optimizing allocation of advertising channels that optimize such objectives**, and have described and claimed the same in an application for Letters Patent of the United States therefor, said application having been executed by us of even date herewith; and filed in the USPTO under date of October 16, 2007 and assigned US Serial No. 11/974,808.

Whereas Neosaej Corp., an organization duly organized and existing under and by virtue of the laws of the Commonwealth of Massachusetts, and having a principal place of business at 24 New England Executive Park, Suite 105 Burlington, MA 01803, hereinafter called the company, is desirous of acquiring the entire and exclusive right, title and interest of, to and under the said invention, the said application for Letters Patent of the United States and any and all Letters Patent of the United States and of all other countries that may be granted for the said invention;

Now, Therefore, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable considerations to us paid by the Company, the receipt of which in full is hereby acknowledged, we/I, the said Mukesh Chatter, Rohit Goyal and Shiao-bin Soong have sold, assigned, transferred and set over and by these presents do hereby sell, assign, transfer and set over unto the company, its respective successors and assigns, the entire and exclusive right, title and interest in, to and under the said invention, the said application for Letters Patent of the United States and all other countries that may be granted for the said invention, and all other patent rights that may be based thereon, including all renewals, divisions, reissues, continuations, and extensions thereof;

To Have, Hold and Enjoy the same to the Company, its successors and assigns, to its and their own use and behoof, to the full end of the term or terms for which the said Letters Patent or other patent rights may be granted, as fully and entirely as the same might have been held and enjoyed by us if no sale or assignment thereof had been made.

And we hereby authorize and request the Commissioner of Patents and Trademarks or other proper governmental authority to issue all Letters Patent or other patent rights for the said invention resulting therefrom to the Company, its successors and assigns, in accordance with this assignment, as assignee of the entire right, title and interest therein and thereto, and covenant that we have full right so to do.

And for the considerations aforesaid, we agree that we will communicate to the Company, or its representatives, any facts known to us respecting the said invention,

all rightful oaths, and generally do everything possible to aid the Company, its successors, assigns and nominees, to obtain and enforce proper patent protection for the said invention in all countries, or to perfect or defend its or their title in the premises.

Witness our/my hand(s) and seals at this 4th day of October 2007.

Mukesh Chatter

Mukesh Chatter

Rohit Goyal

Rohit Goyal

Shiao-bin Soong

Shiao-bin Soong

ACKNOWLEDGMENT

Commonwealth of Massachusetts:

ss.

County of Middlesex :

On this 4th day of October, 2007, before me personally appeared Mukesh Chatter, Rohit Goyal and Shiao-bin Soong to me known to be the persons described in and who executed the foregoing instrument, and acknowledged that they executed the same as their free act and deed.

Katelyn McNair

Notary Public

SEAL

