

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
DemandTec Inc.	01/09/2013

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: 18

Property Type	Number
Patent Number:	6553352
Patent Number:	7240019
Patent Number:	7660734
Patent Number:	7617119
Patent Number:	7249031
Patent Number:	7249032
Patent Number:	7249033
Patent Number:	7877286
Patent Number:	7386519
Patent Number:	6851604
Patent Number:	7133882
Application Number:	10429230
Application Number:	11364966
Application Number:	11365153
Application Number:	11365634

OP \$720.00 6553352

Application Number:	11534986
Application Number:	10092346
Application Number:	11025678

CORRESPONDENCE DATA

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Total Attachments: 3
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PATENT ASSIGNMENT

WHEREAS, DemandTec Inc., a Delaware corporation (referred to as "Company"), whose full post office address is 1 Franklin Parkway, Building 910, San Mateo, CA 94403, has ownership of the patent applications listed on Schedule A hereto, all patents which may issue therefrom, and all divisionals, reissues, substitutions, continuations, re-examinations and extensions thereof which may be pending in or granted by any patent office or forum throughout the world (referred to as the "Patents") and whereas Company owns all inventions disclosed and claimed in the Patents ("Inventions");

WHEREAS, International Business Machines Corporation, a New York corporation whose full post office address is New Orchard Road, Armonk, New York 10504, United States of America (referred to as "IBM"), desires to acquire the entire right, title and interest in and to the Inventions and Patents; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Company hereby transfers and assigns to IBM free and clear of all liens or other encumbrances, and IBM hereby accepts the transfer and assignment of, the entire right, title, and interest of Company in and to the Patents and Inventions, and all rights of priority resulting from the filing of the Patents; and Company hereby authorizes and requests the Commissioner of Patents and any other relevant authority to issue all patents related to the Patents to IBM as assignee of Company's entire right, title and interest therein.

Company also hereby transfers and assigns to IBM, and IBM hereby accepts the transfer and assignment of, any foreign rights to the Inventions and Patents, in all countries of the world, including the right to file applications, prosecute, and obtain patents under any treaty including the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, and of the European Patent Convention. Company agrees that this executed document is recordable evidence of such transfer and assignment and further agrees to perform at IBM's expense, upon reasonable notice, such lawful acts and to execute any and all patent applications, assignments, affidavits, and any other papers in connection therewith necessary to perfect such foreign patent rights.

Upon the written request of IBM, Company hereby further agrees that Company will sign all lawful papers, execute all divisional, continuation, reissue, re-examination, and substitute applications, make all lawful oaths, and provide reasonable assistance to aid IBM, its successors, assigns and nominees to facilitate the prosecution and maintenance of the Patents in all countries of the world.

This transfer and assignment is effective as August 1, 2012.

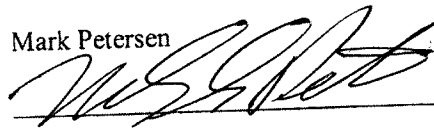
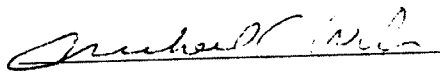
IN WITNESS WHEREOF, the parties hereto have executed this Patent Assignment by its respective duly authorized officer in their respective corporate names.

DemandTec Inc.

International Business Machines Corporation

By: Michael C. Wilson

By: Mark Petersen



Title: Secretary

Title: Director of Finance, Intellectual Property

Date:

Jan. 7, 2013

Date:

9-January-2013

DemandTec Inc. to International Business Machines Corporation

Schedule A

ISSUED PATENTS						
Patent Number	Issue Date	Application No.	Filing Date	Title	Country	Owner
6553352	4/22/2003	09/849616	5/4/2001	Interface for Merchandise Price Optimization	US	DemandTec Inc.
7240019	7/3/2007	10/144537	5/10/2002	Interface for Merchandise Price Optimization	US	DemandTec Inc.
7660734	2/9/2010	09/849783	5/5/2001	System for Creating Optimized Promotion Event Calendar	US	DemandTec Inc.
7617119	11/10/2009	09/888340	6/22/2001	Price Optimization with Rule Relaxation	US	DemandTec Inc.
7249031	7/24/2007	09/994465	11/26/2001	Interface for Selective Merchandise Price Optimization	US	DemandTec Inc.
7249032	7/24/2007	09/999078	11/30/2001	Selective Merchandise Price Optimization Mechanism	US	DemandTec Inc.
7249033	7/24/2007	09/999079	11/30/2001	Apparatus and Method for Selective Merchandise Price Optimization	US	DemandTec Inc.
7877286	1/25/2011	10/006608	11/30/2001	Subset Optimization System	US	DemandTec Inc.
7386519	6/10/2008	10/092361	3/5/2002	Intelligent Clustering System	US	DemandTec Inc.
6851604	2/8/2005	10/264314	10/2/2002	Method and Apparatus for Providing Price Updates	US	DemandTec Inc.
7133882	11/7/2006	10/213372	8/5/2002	Method and Apparatus for Creating and Using a Master Catalog	US	DemandTec Inc.

DemandTec Inc. to International Business Machines Corporation
 Schedule A

PATENT APPLICATIONS				
Application No.	Filing Date	Title	Country	Owner
10/429230	5/1/2003	User Interface for a Rules Engine and Methods Therefor	US	DemandTec Inc.
11/364966	2/28/2006	Scalable Tuning Engine	US	DemandTec Inc.
11/365153	2/28/2006	Plan Tuning Engine	US	DemandTec Inc.
11/365634	2/28/2006	Computer Architecture	US	DemandTec Inc.
11/534986	9/25/2006	Price Markdown Apparatus	US	DemandTec Inc.
10/092346	3/5/2002	Significance of Price Change Indicator	US	DemandTec Inc.
11/025678	12/28/2004	Method and Apparatus for Providing Price Updates	US	DemandTec Inc.