

PATENT ASSIGNMENT

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| CONVEYING PARTY DATA | |
| Name | Execution Date |
| James Christopher | 11/07/2007 |
| RECEIVING PARTY DATA | |
| Name: | Insight Holding Group, Inc. |
| Street Address: | 7777 Alvarado Road, Suite 520 |
| City: | La Mesa |
| State/Country: | CALIFORNIA |
| Postal Code: | 91941 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 13479723 |
| CORRESPONDENCE DATA | |
| Fax Number: | 8585093961 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 858-720-8900 |
| Email: | Docketing@SheppardMullin.com, CStroesser@SheppardMullin.com |
| Correspondent Name: | David E. Heisey |
| Address Line 1: | Sheppard Mullin Richter & Hampton LLP |
| Address Line 2: | 12275 El Camino Real, Ste. 200 |
| Address Line 4: | San Diego, CALIFORNIA 92130 |
| ATTORNEY DOCKET NUMBER: | 12TX-170086 |
| NAME OF SUBMITTER: | David E. Heisey |
| Total Attachments: 2 source=170086_Assignment#page1.tif source=170086_Assignment#page2.tif | |

CH \$40.00 13479723

ASSIGNMENT

WHEREAS, Strategic Data Systems (hereinafter "Assignor"), having a place of business at 7777 Alvarado Road, Suite 520, La Mesa, CA 91941, is the named Assignee on the patent application entitled SYSTEM AND METHOD FOR TRACKING SHOPPING BEHAVIOR, for which an application for United States Letters Patent was filed on September 11, 2007 under Serial No. 11/853,223 and

WHEREAS, Insight Holding Group, Inc. (hereinafter "Assignee"), a California corporation, having a place of business at 7777 Alvarado Road, Suite 520, La Mesa, CA 91941, desires to acquire by formal, recordable assignment the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world, including the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representatives and assigns will perform all lawful acts, including the execution of papers and the giving of testimony, that might be necessary or desirable for obtaining, sustaining, reissuing or enforcing Letters Patent in the United States and


throughout the world for the invention, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to the invention, the application, and any Letters Patent granted for the invention in the United States and throughout the world.

Assignor represents and warrants that it has not granted and will not grant to others any rights inconsistent with the rights granted by this Assignment.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters Patent granted for the invention, whether on the application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in the invention.

Assignor

STRATEGIC DATA SYSTEMS

By: 
James Christopher
Its: Chief Executive Officer

Date: November 7, 2007