

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
UNICA CORPORATION	05/11/2011
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: 15	
Property Type	Number
Patent Number:	7870148
Application Number:	12987358
Application Number:	10015548
Application Number:	11491695
Application Number:	11492012
Application Number:	11492010
Application Number:	11491714
Application Number:	11491622
Application Number:	11493018
Application Number:	11970776
Application Number:	12048609
Application Number:	12814769
Application Number:	12756677
Application Number:	12941638
Application Number:	12696474

CH \$600.00 7870148

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	8150-0000_UNICACORP
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NAME OF SUBMITTER:	KEVIN T. CUENOT
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Signature:	/KEVIN T. CUENOT/
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Date:	06/26/2013
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Total Attachments: 4

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PATENT ASSIGNMENT

WHEREAS, Unica Corporation, a Delaware corporation (referred to as "Company"), whose full post office address is 170 Tracer Lane, Waltham, MA 02451 has ownership of the patents and 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, USA (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.

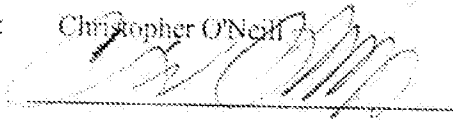
Upon the written request of IBM, Company hereby further agrees that Company will sign all lawful papers, execute all divisional, continuation, reissue, re-examination, and substitute applications, make all lawful oaths, and provide reasonable assistance to aid IBM, its successors, assigns and nominees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

This transfer and assignment is effective as May 1, 2011.

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

Unica Corporation

By: Christopher O'Neill



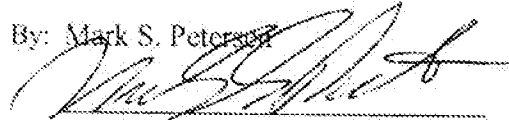
Title: Secretary

Date:

November 7, 2011

International Business Machines Corporation

By: Mark S. Peterson



Title: Director of Finance, IP

Date:

28-Oct-2011

Schedule A

<u>Docket Number</u>	<u>Title</u>	<u>Docket Type</u>	<u>Application #</u>	<u>Status</u>
CAM920115001US1	Visual Presentation Technique for Data Mining Software	Original	09/176370	Granted (6,269,325)
CAM920115002US1	Version Testing in Database Mining	Original	09/208036	Granted (6,317,752)
CAM920115003US1	Execution of Multiple Models Using Data Segmentation	Original	09/208037	Granted (6,542,894)
CAM920115003US2	Execution of Multiple Models Using Data Segmentation	Continue	10/092850	Granted (6,782,390)
CAM920115004US1	Scalable Computation of Data	Original	10/418337	Granted (7,870,148)
CAM920115004US2	Scalable Computation of Data	Continue	12/987358	Pending
CAM920115005US1	Method and System for Capturing Streaming Data by an Actionable Information Engine	Original	60/246925	Completed
CAM920115005US2	Method and System for Capturing Streaming Data by an Actionable Information Engine	Regular	10/045386	Granted (6,725,287)
CAM920115006US1	Method for Contact Stream Optimization	Original	10/015548	Pending
CAM920115007US1	Templates for Promotion Management	Original	11/491695	Pending
CAM920115008US1	Techniques for Promotion Management	Original	11/492012	Pending
CAM920115009US1	Organization for Promotion Management	Original	11/492010	Pending
CAM920115010US1	Tracking Responses to Promotions	Original	11/491714	Pending
CAM920115011US1	Techniques for Assigning Promotions to Contact Entities	Original	11/491622	Pending
CAM920115012US1	Contact History for Promotion Management	Original	11/493018	Pending
CAM920115013CA1	Customer Lead Management System	Counterpart	771,445	Pending
CAM920115013PCT1	Customer Lead Management System	Counterpart	PCT/US2000/014092	Completed
CAM920115013US1	Customer Management System	Original	60/135521	Completed
CAM920115013US2	Offer Delivery System	Original	60/180254	Completed

CAM920115013US3	Customer Lead Management System	Regular	09/575283	Pending
CAM920115013US4	Offer Delivery System	CIP	09/777614	Pending
CAM920115013US5	Offer Delivery System	Continue	11/549797	Pending
CAM920115013US6	Offer Delivery System	Continue	11/320166	Pending
CAM920115014US1	Contact Stream Optimization	Original	11/970776	Pending
CAM920115015US1	FEC Min Integration for ACO	Original	60/941355	Completed
CAM920115015US2	Campaign Optimization	Regular	12/048609	Pending
CAM920115016US1	Response Attribution Valuation	Original	12/814769	Pending
CAM920115017US1	Unification of Web Page Reporting and Updating Through a Page Tag	Original	61/289797	Completed
CAM920115017US2	Unification of Web Page Reporting and Updating Through a Page Tag	Regular	12/756677	Pending
CAM920115018US1	Response Attribution Valuation	Original	12/941638	Pending
CAM920115019US1	Electronic Message Recipient Disposition Characteristics	Original	61/148422	Completed
CAM920115019US2	Electronic Message Recipient Disposition Characteristics	Regular	12/696474	Pending