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FORM PTO-1595  
(Rev. 6-93)

100968529

U.S. Department of Commerce  
Patent and Trademark Office

To the Honorable Asst. Commissioner for Patents. Please record the attached original documents or copy thereof

1. Name of conveying party(ies) **REC 2-5-99**

Jonathan Kepecs

Additional name(s) of conveying parties attached? ☐ Yes  
☒ No.

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other:

Execution Date: January 12, 1999

2. Name and address of receiving party(ies)

Name: Concept Shopping, Inc.

Internal Address:

Street Address: 800 Airport Blvd., Suite 418

City: Burlingame State: CA ZIP: 94010

Additional names and addresses attached? ☐ Yes ☒ No

4. Application Number(s) or Patent Numbers.

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No(s): 09/191,591

B. Patent No(s):

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Gary T. Aka  
TOWNSEND AND TOWNSEND AND CREW LLP  
Two Embarcadero Center, 8<sup>th</sup> Floor  
San Francisco, California 94111-3834  
(650) 326-2400

6. Total number of applications and patents involved 1

7. Total fee (37 CFR 3.41): -----\$40.00 **E**☐ Enclosed ☒ Charge Fees to Deposit Account☒ Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account.

8. Deposit account number: 20-1430

11/1999 AIDRAHIM 00000145 201430 09191591

FC:501 40.00 CH

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true of copy of the original document.

Gary T. Aka

Name of Person Signing

Signature

Date

Atty Reg. No. 29,038

Total number of pages including cover sheet, attachments and document 2

10. Change Correspondence Address to that of Part 5?

☐ Yes ☐ No

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover to:

Asst. Commissioner for Patents  
Box: Assignments  
Washington, D.C. 20231PATENT  
REEL: 9761 FRAME: 0871

## ASSIGNMENT OF PATENT APPLICATION

SOLE

WHEREAS, Jonathan Kepecs, of 220 Greer Road, Woodside, CA 94062, US, hereinafter referred to as "Assignor," is the inventor of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: METHOD AND SYSTEM FOR  
DISTRIBUTING AND  
RECONCILING ELECTRONIC  
PROMOTIONS

Date(s) of execution of Declaration: January 12, 1999  
Filing Date: November 13, 1998  
Application No.: 09/191,591; and

WHEREAS, Concept Shopping, Inc., located at 800 Airport Blvd., Suite 418, Burlingame, CA, 94010, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignor, Assignor has assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on any patent application claiming priority from the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignor further agrees that Assignor will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignor has signed his/her names on the dated indicated.

Dated: 1/12/99

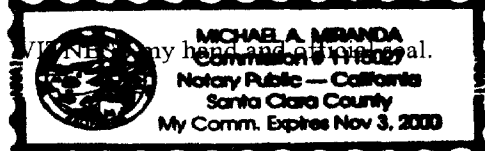
Jonathan Kepecs

STATE OF CALIFORNIA )

COUNTY OF )

ss.

On January 12, 1999, before me, Michael A. Miranda, personally appeared Jonathan Kepecs, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



Michael A. Miranda  
NOTARY PUBLIC

My Commission Expires: Nov. 3, 2000