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FORM PTO-1595  
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To the Honorable Commissioner of Patent

101161230

ed original documents or copy thereof.

1. Name of Conveying Party(ies) - INDIVIDUAL(S):

David W. Deaton  
922 Ruswood Circle  
Abilene, Taylor County, Texas 79601  
  
Citizenship: United States of America

MRO  
9-24-99

2. Name and Address of receiving Party(ies):

Name: INCENTECH, INC., a Texas Corporation  
  
Post Office Box 2816  
Abilene, Texas 79604-0387

1525 U.S. PTO  
09/405675

Additional name(s) of conveying party(ies) attached?

X Yes No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other

Street Address: 4648 South Treadaway

City: Abilene State: TX Zip: 79602

Additional name(s) & address(es) attached?  Yes  No

Execution Date: August 6, 1999

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: September 24, 1999

09/405675

A. Patent Application No.(s)

B. Patent No.(s)

Additional Numbers attached?  Yes  No

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

Name: Jerry W. Mills, Esq.  
Internal Address: 2001 Ross Avenue  
BAKER & BOTTS, L.L.P.  
Street Address: 2001 Ross Avenue  
  
City: Dallas  
State: Texas Zip: 75201-2980

6. Total number of applications and patents involved: One

7. Total Fee (37 CFR 3.41): \$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach Duplicate Copy of this page if paying by deposit account)

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9. Statement and signature.

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

Bradley P. Williams  
Name of Person Signing

September 24, 1999  
Date

Total number of pages, including cover sheet 4

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1. **Name of Conveying Party(ies): (Continued) - INDIVIDUAL**

Rodney G. Gabriel

3157 Bickley

Abilene, Taylor County, Texas 79601

Citizenship: United States of America

## ASSIGNMENT

**WHEREAS**, I, one of the undersigned joint inventors, of residence as listed, having invented certain new and useful improvements as below entitled, for which application for United States Letters Patent is made, said application having been executed on the date set forth below; and

**WHEREAS**, INCENTECH, INC., (hereinafter referred to as "Assignee"), a Texas Corporation, with an address of Post Office Box 2816, Abilene, Texas 79604-0387, desires to acquire our entire right, title and interest in and to the invention, and in and to the said application and any Letters Patent that may issue thereon;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I assign to Assignee, all right, title and interest in and to said invention and in and to said application and all patents which may be granted therefor, and all provisionals, divisions, reissues, continuations, continuations-in-part and extensions thereof; and I hereby authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as my interest is concerned, to Assignee.

I also assign to Assignee, all right, title and interest to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in his own name throughout the world including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and I further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

I will communicate to Assignee any facts known to me respecting any improvements; and, at the expense of Assignee, I will testify in any legal proceedings, sign all lawful papers, execute all provisional, divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

This Assignment shall be binding on my successors, assigns and legal representatives.

Title of Invention:           METHOD AND SYSTEM FOR CUSTOMER PROMOTION

Signature of Inventor:           *x David W. Deaton*  
Inventor's Name:                 David W. Deaton  
Residence (City, County, State)   Abilene, Taylor County, Texas

Date:                                 8/6/99

Date Application Executed:       8/6/99

Signature of Inventor:           *x Rodney G. Gabriel*  
Inventor's Name:                 Rodney G. Gabriel  
Residence (City, County, State)   Abilene, Taylor County, Texas

Date:                                 8/6/99

Date Application Executed:       8/6/99