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FORM 1595

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U.S. PTO  
09/514946

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Richard Fernandes

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):

Name webloyalty.com

Internal Address: \_\_\_\_\_

Street Address: 101 Merritt 7

5th Floor

City Norwalk

State Connecticut ZIP 06851

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

3. Name of Conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Other \_\_\_\_\_

Execution Date: February 25, 2000

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: February 25, 2000

A. Patent Application No.(s)

B. Patent No.(s)

*09/514946*

Additional numbers attached?  Yes  No

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

Name: Vincent M. DeLuca

Internal Address: Rothwell, Figg, Ernst & Kurz, p.c.

Suite 701 East

Street Address: 555 13th Street, N.W.

City: Washington

State: D.C. Zip 20004

6. Total number of applications and patents involved: 1

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

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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.

Vincent M. DeLuca  
Name of Person Signing

*Vincent M DeLuca*  
Signature

2/28/00  
Date

Total number of pages including cover sheet, attachments and documents: 3

# ASSIGNMENT

WHEREAS, I, RICHARD FERNANDES, a citizen of the United States, residing at 101 Merritt 7, Norwalk, CT 06851 am the inventor of an invention in COMPUTER-IMPLEMENTED APPARATUS AND METHOD FOR GENERATING A TAILORED PROMOTION for which I have executed an application for Letters Patent of the United States, of even date herewith; and

WHEREAS, webloyalty.com, incorporated in the state of Delaware, with a place of business at 101 Merritt 7, 5th Floor, Norwalk, CT 06851 is desirous of obtaining the entire right, title and interest in, to and under the said invention and the said application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said RICHARD FERNANDES have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said webloyalty.com, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said invention in any country or countries foreign to the United States, and all Letters Patent which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof and all rights of priority in any such country or countries based upon the filing of the said application for Letters Patent of the United States which are created by any law, treaty or international convention; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said invention to the said webloyalty.com, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to said webloyalty.com, its successors, legal representatives and assigns, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said webloyalty.com, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 25<sup>th</sup> day of

February, 1999.



L.S.

RICHARD FERNANDES