

02-05-2001



U.S. Department of Commerce  
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**PATENT**

101604731

Attorney Docket No. 018167-0033

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**Conveying Party(ies)**

☐ Mark if additional names of conveying parties attached

Name (line 1) Kevin Rowney

Execution Date  
Month Day Year  
11 / 08 / 2000

Name (line 2)

**Second Party**

Name (line 1) Amy Haugen

Execution Date  
Month Day Year  
01 / 11 / 2001

Name (line 2)

**Receiving Party**

☐ Mark if additional names of receiving parties attached

Name (line 1) Netcentives, Inc.

Name (line 2)

Address (line 1) 475 Brannan Street

Address (line 2)

Address (line 3) San Francisco

California

94107

City

State/Country

Zip Code

☐ If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

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01/29/2001 BARTEN 00000003 201430 09637387

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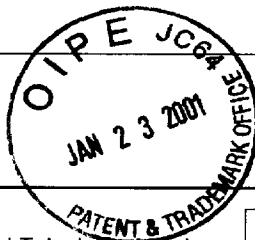
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**PATENT**  
**REEL: 011478 FRAME: 0576**



**Correspondent Name and Address**

Area Code and Telephone Number

(415) 576-0200

Name Daniel D. Tagliaferri

Address (line 1) TOWNSEND and TOWNSEND and CREW LLP

Address (line 2) Two Embarcadero Center, 8<sup>th</sup> Floor

Address (line 3) San Francisco, California 94111-3834

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments

# 4  
including Cover Sheet

**Application Number(s) or Patent Number(s)**

☐ Mark if additional numbers attached.

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**Patent Application Number(s)**

**Patent Number(s)**

09/637,387

If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor.

Month Day Year

**Patent Cooperation Treaty (PCT)**

Enter PCT application number only if a U.S. Application Number as not been assigned.

PCT

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**Number of Properties**

Enter the total number of properties involved.

# 1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.00

Method of Payment:

Enclosed ☐

Deposit Account ☒

Deposit Account

The Commissioner is hereby authorized to charge indicated fees and credit any over payments to: (Enter for payment by deposit account or if additional fees can be charged to the account.)

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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. Charges to deposit account are authorized, as indicated herein.

Daniel D. Tagliaferri

Name of Person Signing

Signature

January 19, 2001

Date

Attorney Docket No.

018167-003300US

## ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Amy Haugen, of 290 South Balsamina Way, Portola Valley, CA 94028, and Kevin Rowney, of 748 Duncan Street, San Francisco, CA 94131, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: LOW AUTHENTICATION PROMOTION ALGORITHM AND CIRCUIT BREAKER

Date(s) of execution of Declaration: X 11/21, 1/8, 2000 ~~01/11/2001~~

Filing Date: August 11, 2000

Application No.: 09/637,387; and

WHEREAS, Netcentives, Inc., a corporation of the United States, located at 475 Brannan Street, San Francisco, CA, 94107, 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 Assignors, Assignors have 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 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 Assignors 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.

Assignors further agree that they 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 patent 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.

Assignors hereby authorize and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, 8<sup>th</sup> Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: January 11, 2001  
X November 21, 2000

Amy Haugen

STATE OF CALIFORNIA )

COUNTY OF San Mateo )

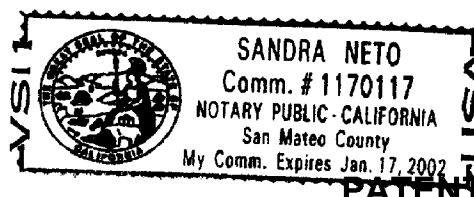
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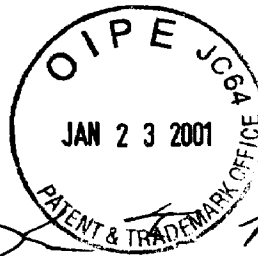
On Jan. 11, 2001, before me, Sandra Neto, personally appeared Amy Haugen, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Sandra Neto  
NOTARY PUBLIC

My Commission Expires: 1-17-02





Dated: November 8, 2000

Kevin Rowney

STATE OF CALIFORNIA )  
COUNTY OF San Francisco ) SS.

On 11/8/00, before me, Eileen Liu, personally appeared Kevin Rowney, personally known to me ~~(or proved to me on the basis of satisfactory evidence)~~ to be the person whose name is subscribed to the within instrument, and acknowledged to me that he/~~she~~ executed the same in his/~~her~~ authorized capacity, and that by his/~~her~~ signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal:  
  
My Commission Expires: \_\_\_\_\_

Eileen Liu  
NOTARY PUBLIC

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