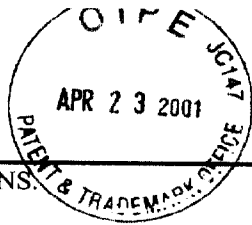


04-25-2001



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PAT. APPLNS. & PATENTS ONLY

To the Honorable Commissioner of Patents and Trademarks, Wash., D.C. 20231

SIR: Please record the attached original document or copy thereof on which the particulars are:

1. Name of conveying party(ies) (assignor(s)):

Michael J. ROTHMAN, Kathleen H. WITSIL and David W. NANEK

Additional name(s) of conveying party(ies) attached? [ ]yes [X]no

2. Name and Address of Party(ies) receiving an interest (assignee(s)):

Address: First USA Bank, NA  
Three Christina Centre, 201 North Walnut Street, Wilmington, DE 19801

Country: U.S.

Additional name(s) & address(es) attached? [ ]yes [X]no

3. Nature of Conveyance:

[X] Assignment Execution Date: 3/30/01, 4/12/01 and 4/12/01  
[ ] Merger [ ] Change of Name [ ] Verified Translation  
[ ] Security Agreement [ ] Other

4. Execution date(s) on the Declaration if filed herewith:

4.5 Application number(s) or patent number(s). Others on additional sheet(s) attached? [ ]yes [X]no

A. Patent Application No(s). (series code/serial number)	First Inventor if not in Item 1	B. Patent No(s).	First Inventor if not in Item 1
<u>09/375,234</u>			

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

Thomas J. Scott, Jr.  
Hunton & Williams  
1900 K Street, N.W., Suite 1200  
Washington, D.C. 20006-1109  
(see telephone number below)

6. Number involved:  
Applns. 1 + Pats:      = Total 1

7. Amount of fee enclosed:  
Above Total x \$40 = \$40.00

8. If above fee missing or inadequate charge insufficiency to Deposit Account number 50-0206 (duplicate sheet not required.)

5.5 Atty. Dkt.

47004.000034

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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.

Signature

10. Total number of pages including this cover sheet (Do NOT file dup. cover sheet) 6

Attorney: Jonathan D. Link

Reg. No. 41,548

Date: April 23, 2001

Atty/Sec: JDL/vrp

Tel: 202-955-1500

Fax: 202-778-2201

PATENT

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04/25/2001 LMUELLER 00000408 09375234 40.00 0P 01 FC:581

**ASSIGNMENT**

WHEREAS, Michael J. ROTHMAN, a citizen of the United States, residing at 6 Tower Road, Hopewell Junction, New York 12533; Kathleen H. WITSIL, a citizen of the United States, residing at 202 E. Hillendale Road, Kennett Square, Pennsylvania 19348; and David W. NANEK, a citizen of the United States, residing at 177 Ressique Street, Stormville, New York 12582 ("Assignors") has made an invention entitled

**SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING**

described in the application for United States Letters Patent filed on August 16, 1999 and accorded serial number 09/375,234, and

WHEREAS, First USA Bank, NA, having a place of business at Three Christina Centre, 201 North Walnut Street, Wilmington, Delaware 19801 and International Business Machines Corporation, having a place of business at Armonk, New York 10504 ("Assignees") are desirous of each acquiring a one-half undivided right, title and interest in and to the aforesaid invention in and to the application and all Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted therefor;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said Assignors, by these presents do sell, assign, set over and transfer unto Assignees, its successors, legal representatives and assigns, each the one-half undivided right in and to the said invention as described in the said application, and in and to any Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissue, reexaminations, extensions, substitutes and divisions which may be granted therefor and one half undivided right to claim priority on the basis of said applications;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks or any other proper officer or agency of any country to issue all said Letters Patent indicating that they are owned jointly by First USA Bank, NA and International Business Machines Corporation,

AND WE HEREBY warrant and covenant that we have the full right to convey the one-half undivided interest herein assigned and that we have not executed and will not execute any instrument or assignment in conflict herewith;

AND WE HEREBY agree to communicate to said Assignees or its representatives any facts known to us respecting said invention, to execute all divisional, continuation, continuation-in-part, reissue, reexamination, extension, substitute and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to said invention, execute and deliver any and all papers that may be necessary or desirable to perfect the title to one-half undivided right, title and interest to this invention in said Assignees, its successors, legal representatives or assigns, and to testify in any judicial or administrative proceeding and generally do everything possible to aid either Assignee to obtain and enforce said Letters Patent in the United States of any foreign country when requested so to do so by either Assignee.



Signature of Inventor:

*Kathleen H. Witsil*

Inventor's Name:

**Kathleen H. WITSIL**

Date of Execution:

April 12, 2001

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

COUNTY OF New Castle )  
 ) ss:  
STATE OF Delaware )

On this 12<sup>th</sup> day of April, 2001, before me a Notary Public in and for the County and State aforesaid, personally appeared **Kathleen H. WITSIL**, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL)

*Leslie S. Toulson*

LESLIE S. TOULSON  
NOTARY PUBLIC  
DELAWARE  
APPOINTED DEC. 21, 2000 - 2 YEARS

Notary Public

My commission Expires: 12/21/2002

Signature of Inventor:

David W. NANEK

Inventor's Name:

**David W. NANEK**

Date of Execution:

April 12 2001

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

COUNTY OF Westchester )  
 ) ss:  
STATE OF New York )

On this 12<sup>th</sup> day of April, 2001, before me a Notary Public in and for the County and State aforesaid, personally appeared **David W. NANEK**, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL)

Beverly Patterson  
Notary Public

**BEVERLY PATTERSON**  
Notary Public, State of New York  
No. 01PA6003255  
Qualified in Westchester County  
Commission Expires March 2, 2000

My commission Expires: \_\_\_\_\_