

FORM PTO-1595

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Department of Commerce  
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2002 MAR 13 AM 9:51  
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PATENTS ON



102044093

FINANCE SECTION

To the Honorable Assistant Commissioner for Patents: Please record the attached original documents or copy thereof

1. Names of conveying party(ies)  
 Pierfrancesco La Mura  
 Moshe Tennenholtz  
 Yoav Shoham  
 Additional names (s) of conveying party(ies) attached ( ) yes (X) no

2. Name and address of receiving party(ies)  
 Name: Commerce Games, Inc.  
 Internal Address: \_\_\_\_\_  
 Street Address: 625 2<sup>nd</sup> Street  
 City: San Francisco State: CA Zip: 94107

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other Record to correct State of Incorporation City: San Francisco State: CA Zip: 94107  
in the assignment document previously  
recorded on Reel 012213, Frame 0441

Execution Date: P. La Mura 09/20/01; M. Tennenholtz 8/27/01 Additional names (s) & address(es) attached? ( ) Yes (X) No  
Y. Shoham 8/27/01

4. Application number(s) or patent number(s):  
 If this document is being filed together with a new application, the execution date of application is \_\_\_\_\_

A. Patent Application No.(s) | B. Patent No.(s)  
09/885,719 | \_\_\_\_\_  
 Additional numbers attached? ( ) Yes (X) No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Sierra Patent Group, Ltd.  
 Internal Address: \_\_\_\_\_  
4/03/2002 TDIAZ1 0000062 09885719  
FC:581 40.00 DP  
 Address: P.O. Box 6149  
 City: Stateline State: NV Zip: 89449

6. Total number of applications and patents involved: 1

7. Total fee (37CFR 3.41).....\$40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account Number: 50-0612  
 (Attached 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.

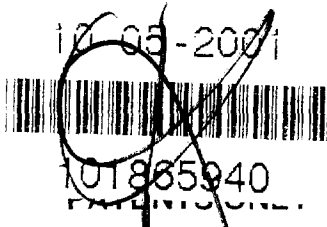
Tina Bounds \_\_\_\_\_ J. Bounds \_\_\_\_\_ 3-5-02 \_\_\_\_\_  
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents 6  
Mail documents to be recorded with required cover sheet information to:  
Assistant Commissioner for Patents, Box Assignment, Washington, D.C. 20231

FORM PTO-1595

U.S. Department of Commerce  
Patent and Trademark Office

RI



HEET

To the Honorable Assistant Commissioner for Patents: Please record the attached original documents or copy thereof

1. Names of conveying party(ies) 2. Name and address of receiving party(ies)  
 Pierfrancesco La Mura, Moshe Tennenholtz, Name: Commerce Games, Inc.  
 Yoav Shoham Internal Address: \_\_\_\_\_  
 Additional names (s) of conveying party(ies) attached ( ) yes (X) no Street Address: 625 2<sup>nd</sup> Street  
 3. Nature of conveyance: City: San Francisco State: CA Zip: 94107  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_ Execution Date: P. La Mura: 09/20/01; M. Tennenholtz: 08/27/01; Y. Shoham: 08/27/01

4. Application number(s) or patent number(s):  
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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.  
Carolyn Thompson Carolyn Thompson 9/24/01  
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents 3  
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 Assistant Commissioner for Patents, Box Assignment, Washington, D.C. 20231

10/04/2001 LMUELLER 00000098 09885719

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40.00 OP

ASSIGNMENT

WHEREAS, we, Pierfrancesco La Mura, a citizen of Italy, residing at 440 Monroe Drive, Palo Alto, California 94306, Moshe Tennenholtz, a citizen of Israel residing at 641 East Meadow Drive, Palo Alto, California 94306, and Yoav Shoham, a citizen of Israel, residing at 4058 Orme Street, Palo Alto, California 94306, hereinafter referred to as Assignors, have invented a "SYSTEM AND METHOD FOR ENHANCED ONLINE TRANSACTIONS USING SHOPPING GAMES" for which we have executed application papers for a U.S. patent thereon, which was filed on June 19, 2001, serial No. 09/885,719; and

Delaware *ADD 3/5/02*

WHEREAS, Commerce Games, Inc., a ~~California~~ corporation, having a place of business at 625 2<sup>nd</sup> Street, San Francisco, California 94107, hereinafter referred to as Assignee, is desirous of acquiring the exclusive right, title and interest in and to said invention and in and to the Letters Patent to be granted and issued therefore in the United States of America and its territories and possessions, and all countries foreign thereto;

NOW, THEREFORE, for a valuable consideration, the receipt of which is hereby acknowledged, we, the Assignors, do sell, assign, transfer and set over unto said Assignee, its successors and assigns, the full and exclusive right, title and interest in and to said invention, and in and to any and all Letters Patent to be granted and issued therefor, not only for, to and in the United States of America, its territories and possessions, but also for, to and in all other countries including all priority rights under the International Convention; and we hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said Assignee, its successors and assigns, in accordance with this Assignment.

WITNESS OUR HAND at San Francisco, California, this 20<sup>th</sup> day of September, 2001.

Pierfrancesco La Mura  
Pierfrancesco La Mura

\_\_\_\_\_  
Moshe Tennenholtz

\_\_\_\_\_  
Yoav Shoham

ASSIGNMENT

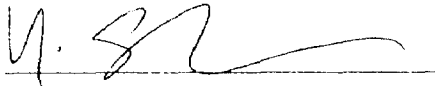
WHEREAS, we, Pierfrancesco La Mura, a citizen of Italy, residing at 440 Monroe Drive, Palo Alto, California 94306, Moshe Tennenholtz, a citizen of Israel residing at 641 East Meadow Drive, Palo Alto, California 94306, and Yoav Shoham, a citizen of Israel, residing at 4058 Orme Street, Palo Alto, California 94306, hereinafter referred to as Assignors, have invented a "SYSTEM AND METHOD FOR ENHANCED ONLINE TRANSACTIONS USING SHOPPING GAMES" for which we have executed application papers for a U.S. patent thereon, which was filed on June 19, 2001, serial No. 09/885,719; and

Delaware <sup>now 35102</sup>

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WITNESS OUR HAND at San Francisco, California, this 27 day of August, 2001.

\_\_\_\_\_  
Pierfrancesco La Mura  
  
\_\_\_\_\_  
Yoav Shoham

Moshe Tennenholtz  
\_\_\_\_\_  
Moshe Tennenholtz