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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: _____ A. Patent Application No.(s) 10/071,537 B. Patent No.(s) _____ Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
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RightFAX

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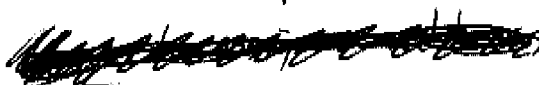
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Assignment of Rights: Patent Application

Kristin K. Wilson ("Assignor") is owner of DYNAMIC TIME-OF-PURCHASING-DECISION INCENTIVE SYSTEM AND METHOD as described in the U.S. Patent Application signed by Assignor on 2/4/2002 U.S. Patent and Trademark office Serial Number: 10/071,537, filed 2/5/2002, (the "Patent Application"). James D. Wilson, ("Assignee") desires to acquire all rights in and to the Patent Application and the patent (and any reissues or extensions) that may be granted.

Therefore, for valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee 100% of her right, title, and interest in the invention and Patent Application (as well as such rights in any divisions, continuations in whole or part, or substitute applications) to Assignee for the entire term of the issued Patent and any reissues or extensions that may be granted and for the entire terms of any and all foreign patents that may issue from foreign applications (as well as divisions, continuations in whole or part, or substitute applications) filed claiming the benefit of the Patent Application and any priority rights resulting from the Patent Application.

Assignor authorizes the United States Patent and Trademark Office to issue any Patents resulting from the Patent Application to Assignee according to the percentage interest indicated in this assignment. 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 Assignor had this assignment not been made.

Assignor further agrees to: (a) cooperate with Assignee in the prosecution of the Application and foreign counterparts; (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 the Patent for the invention in any and all countries.

Assignor:  Date: 6/3/04

[to be completed by notary public]

On this 3rd day of June, before me, Cheryl McConahy, the undersigned Notary Public, personally appeared Kristin Wilson Assignor, 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 executed the same.

WITNESS my hand and official seal in Summit County of Ohio on the date set forth in this certificate.


Notary Public
CHERYL A. McCONAHY
Notary Public, State of Ohio
My Commission Expires August 8, 2004