

PATENT ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT
NATURE OF CONVEYANCE:		ASSIGNMENT
CONVEYING PARTY DATA		
Name		Execution Date
Mr. Alfred T. Bova		07/14/2004
RECEIVING PARTY DATA		
Name:	COUPONBUG, LLC	
Street Address:	406 Farmington Avenue	
City:	Farmington	
State/Country:	CONNECTICUT	
Postal Code:	06032	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	10328300	
CORRESPONDENCE DATA		
Fax Number:	(860)525-9380	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(860) 297-3709	
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Correspondent Name:	Timothy J. Olson	
Address Line 1:	One Century Tower	
Address Line 4:	New Haven, CONNECTICUT 06508	
NAME OF SUBMITTER:	Timothy J. Olson	
Total Attachments: 2		
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CH \$40.00 10328300

ASSIGNMENT

WHEREAS, I, **ALFRED T. BOVA**, residing at 31 Hazen Drive, Avon, CT 06001, have invented certain new and useful improvements in

METHOD AND SYSTEM FOR INTEGRATING TELEVISION BRAND ADVERTISING WITH PROMOTIONAL MARKETING

for which I:

- () have executed an application for Letters Patent of the United States of even date herewith;
- (X) have filed an application for Letters Patent of the United States on December 23, 2002, under Serial No. 10/328,300 and not amended.

WHEREAS, **COUPONBUG, LLC**, having an office and place of business at 406 Farmington Avenue, Farmington, CT 06032, is desirous of obtaining the entire right, title and interest in, to and under the said improvements and the said application;

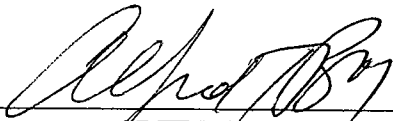
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said **COUPONBUG, LLC**, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said improvements, 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 claiming priority to this application under 35 USC §§119(e), 120, or 121, and all applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; 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 improvement to the said **COUPONBUG, LLC**, 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 **COUPONBUG, LLC**, its successors, legal representatives and assigns, any facts known to me respecting said improvements, 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 **COUPONBUG, LLC**, its successors, legal representatives and assigns to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my signature.

Date: 7/14, 2004



ALFRED T. BOVA

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