

**ASSIGNMENT RECORDATION COVER SHEET
-PATENTS ONLY-**

Commissioner of Patents:

Please record the attached document.

- 1. Name of conveying party:
 - a) Charles Magowan
 - b) James Caldwell
 - c) Edward Martin

- 2. Name and address of receiving party:
 - a) Name: TradePoint Solutions, Inc.
 - Address: 6140 Stoneridge Mall Road, Suite 175
Pleasanton, CA 94588

- 3. Nature of conveyance:

<input checked="" type="checkbox"/> Assignment	<input type="checkbox"/> Merger
<input type="checkbox"/> Security Agreement	<input type="checkbox"/> Change of Name
<input type="checkbox"/> Other _____	<input type="checkbox"/> License Agreement

Execution Date:

- a) Charles Magowan - November 22, 2004
- b) James Caldwell - November 22, 2004
- c) Edward Martin - November 22, 2004

- 4. Application Number or Patent Number: 10/997,371

The title of the application is:
METHOD AND SYSTEM FOR MANAGING RETAIL PROMOTION EVENTS

- 5. Please send all correspondence concerning this document to:

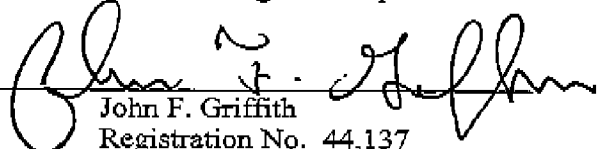
Beyer Weaver & Thomas, LLP
P.O. Box 70250
Oakland, CA 94612-0250
Ph: (510) 663-1100
Fax: (510) 663-0920
Customer Number: 022434

- 6. Total number of applications and patents involved: 1

- 7. Total fee (37 CFR 3.41): \$40.00

- Enclosed.
- Charge to Deposit Account No. 500388 (Order No. _____).
- Any additional fees are authorized to be charged to Deposit Account No. 500388 (Order No. SPIIP001).

Date: June 22, 2005


 John F. Griffith
 Registration No. 44,137

Total number of pages including this cover sheet, attachments and documents: 4

Attorney Docket No. SPIIP001

700189694

PATENT
REEL: 016392 FRAME: 0721

CH \$40.00 500388 10997371

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12-03-2004

R SHEET



22386 U.S. PTO
10/997371



Commissioner of Patents:

102893917

Please record the attached document.

1. Name of conveying party:

- a) Charles Magowan
- b) James Caldwell
- c) Edward Martin
- d) R. Brooke Hanson
- e) Russell Hafferkamp

2. Name and address of receiving party:

- a) Name: TradePoint Solutions, Inc.
- Address: 6140 Stoneridge Mall Road, Suite 175
Pleasanton, CA 94588

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name
- License Agreement

Execution Date: November 22, 2004 (Magowan) (Caldwell) (Martin)

4. Application Number or Patent Number: New

The title of the application is:

METHOD AND SYSTEM FOR MANAGING RETAIL PROMOTION EVENTS

5. Please send all correspondence concerning this document to:

Beyer Weaver & Thomas, LLP
P.O. Box 778
Berkeley, CA 94704-0778

Ph: (510) 843-6200
Fax: (510) 843-6203
Customer Number: 022434

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed.
- Charge to Deposit Account No. 500388 (Order No. _____).
- Any additional fees are authorized to be charged to Deposit Account No. 500388 (Order No. SPI1P001).

Date: November 23, 2004

John F. Griffith
Registration No. 44,137

11/30/2004 SDENB081 00000041 10997371

04 FC:8021

40.00 DP

Total number of pages including this cover sheet, attachments and documents: 2

Attorney Docket No. SPI1P001

(Revised 9/03)

PATENT
REEL: 016392 FRAME: 0722

ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

METHOD AND SYSTEM FOR MANAGING RETAIL PROMOTION EVENTS


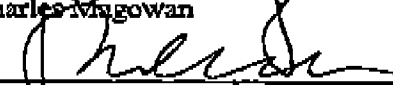
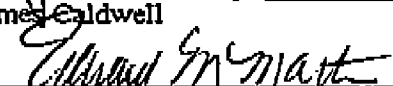
(Atty. Docket No. SPIIP001), (check one)

- for which I have executed a U.S. patent application on even date herewith. (Accompanying)
- which bears U.S. application No. _____ . (Not accompanying)
- which is a U.S. provisional application. (Accompanying)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to TradePoint Solutions, Inc., a California corporation having a place of business at 6140 Stoneridge Mall Road, Suite 175, Pleasanton, California 94588 ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

- 1) Signature:  Date: 11/22/04
 Typed Name: Charles Magowan
- 2) Signature:  Date: 11-22-04
 Typed Name: James Caldwell
- 3) Signature:  Date: 11/22/04
 Typed Name: Edward Martin
- 4) Signature: _____ Date: _____
 Typed Name: R. Brooke Hanson
- 5) Signature: _____ Date: _____
 Typed Name: Russell Hafferkamp