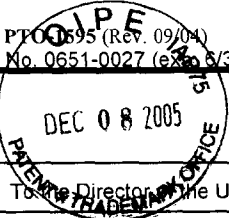


12-13-2005



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To: Patent Director, The U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

12-08-05

**1. Name of conveying party(ies)/Execution Date(s):**

David W. Peters

Execution Date(s) November 28, 2005

Additional name(s) of conveying party(ies) attached?  Yes  No

**2. Name and address of receiving party(ies)**

Name: Best Buy Enterprise Services, Inc.

Internal Address: \_\_\_\_\_

Street Address: 7601 Penn Avenue S.

City: Richfield

State: MN

Country: US

Zip: 55423

Additional name(s) & address(es) attached?  Yes  No

**3. Nature of conveyance:**

- Assignment  Merger
- Security Agreement  Change of Name
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other \_\_\_\_\_

**4. Application or patent number(s):**

This document is being filed together with a new application.

A. Patent Application No.(s)

11/215,693

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: Daniel A. Tysver

Internal Address: Beck & Tysver, P.L.L.C.

Street Address: 2900 Thomas Avenue S.

Suite 100

City: Minneapolis

State: MN

Zip: 55416

Phone Number: 612-915-9633

Fax Number: 612-915-9637

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved:**

1

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 500246

Authorized User Name Beck & Tysver, P.L.L.C.

**9. Signature:**

[Signature]  
Signature

Dec. 6, 2005  
Date

Daniel A. Tysver

Name of Person Signing

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

1

**ASSIGNMENT OF INVENTION AND PATENT APPLICATION**

Whereas, I, the below named inventor, with residence and citizenship as indicated below; have made an invention titled

**INDIRECT CUSTOMER IDENTIFICATION SYSTEM AND METHOD**

and have executed an application for Letters Patent of the United States of America based thereon; which application is identified in the U.S. Patent and Trademark Office as U.S. Patent Application Serial No. 11/215,693 filed 8/30/2005.

Now, therefore, for good and valuable consideration, receipt of which is acknowledged, I have agreed to assign and transfer and do hereby assign and transfer unto:

**BEST BUY ENTERPRISE SERVICES, INC.**


a Minnesota Corporation having its principal office at 7601 Penn Avenue S., Richfield, Minnesota, 55423 (the "Company") its successors and assigns, the entire right, title, and interest in and to the said invention and application, anywhere in the World, including the United States, and the entire right, title and interest in and to any and all Patents which may be granted therefor anywhere in the World, including in the United States. Such assignment includes any continuations, continuations-in-part, divisionals, or any other further application based in whole or in part on the above invention or application, and any patent rights relating thereto (including utility models and inventors' certificates), whether in the United States or anywhere in the World,

I do further agree for myself and my heirs, executors, and administrators, to execute and deliver without further consideration any further applications, assignments, and documents, and to perform such other acts as I may lawfully do, that may be deemed necessary by the said Company, its successors, assigns, and nominees, to secure its right, title, and interest in the invention and to obtain or maintain patent rights, utility models, or inventors' certificates in any and all countries;

And I do hereby authorize and request the Commissioner of Patents to issue any and all Letters Patent which may be granted upon any of the said applications, to the said Company, as the assignee of the entire right, title, and interest therein.

David W. Peters  
*David W. Peters*  
David W. Peters  
Residence: 5042 Queen Avenue S., Minneapolis, MN 55410  
Citizenship: US

STATE OF Minnesota )  
                                  ) ss.  
COUNTY OF Hennepin )  
On this 28<sup>th</sup> day of November, 2005, before me personally appeared the above-named David W. Peters, personally known by me, and known be me to be the person described in and who executed the foregoing instrument, and who acknowledged that said person executed the same as said person's free act and deed, ~~on the day and year aforesaid.~~  
Nancy Kraulik  
Notary Public

 <p>NANCY KRAULIK NOTARY PUBLIC - MINNESOTA HENNEPIN COUNTY My Commission Expires Jan. 31, 2010</p>
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