

RECORDATION FORM COVER SHEET PATENTS ONLY

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

1. Name of conveying Party(ies)/Execution Date:

THOMAS D. PAASCHE

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No**2. Name and Address of receiving Party(ies):**

Name: ALTICOR INVESTMENTS INC.

Internal Address:

Street Address: 7575 Fulton Street East

City: Ada

State: MI

Country: USA Zip: 49355

Additional name(s) and addresses attached? ☐ Yes ☒ No**3. Nature of Conveyance:**

Execution Date(s): 5/30/06

☒ Assignment☐ Change of Name☐ Executive Order 9424, Confirmatory License☐ Security Agreement☐ Merger☐ Joint Research Agreement☐ Government Interest Assignment ☐ Other**4. Application or patent number(s).**

A. Patent Application No.(s)

09/515,860

☐ This document is being filed together with a new application.

B. Patent No.(s)

6,980,962

Additional numbers attached? ☐ Yes ☒ No**5. Name and address of party to whom correspondence concerning document should be mailed:**

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, IL 60610
(312) 321-4200
(312) 321-4299 Fax

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 No. 23-1925.☐ Enclosed☐ None required (government interest not affecting title)**8. Payment Information:**a. ☐ Credit Card: Last 4 Numbers
Expiration Dateb. ☐ Charge fee and/or any Deficiencies to Deposit

Account Number: 23-1925

Authorized User Name: Brinks Hofer Gilson & Lione

9. Signature:

Signature

James L. Katz

Name of Person Signing

Date

Total number of pages including cover sheet, attachments, and documents: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

PATENT

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REEL: 017766 FRAME: 0443

CH \$40.00 23-1925 6980962

ASSIGNMENT

WHEREAS, Thomas D. Paasche, hereinafter called the "Assignor", has made the invention described in the United States Patent No. 6,980,962 entitled ELECTRONIC COMMERCE TRANSACTIONS WITHIN A MARKETING SYSTEM THAT MAY CONTAIN A MEMBERSHIP BUYING OPPORTUNITY, filed on February 29, 2000 and issued on December 27, 2005;

WHEREAS, Alticor Investments Inc., a corporation organized and existing under the laws of the State of Michigan, having a place of business at 7575 Fulton Street East, Ada, MI 49355, hereinafter called the "Assignee", desires to acquire the entire right, title and interest in and to the invention and the patent application identified above, and all patents which may be obtained for said invention, as set forth below;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other valuable and legally sufficient consideration, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for all such patents.

The Assignor hereby covenants and agrees, for both the Assignor and the Assignor's legal representatives, that the Assignor will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignor will execute and deliver to the

Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.

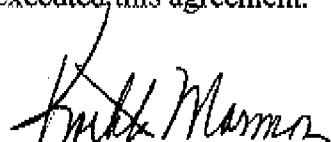
IN TESTIMONY WHEREOF, the Assignor has executed this agreement.



Thomas D. Paasche

5/30/06

Date



Witness