

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Donald Kingsborough	07/10/2006
Talbott Roche	07/07/2006
Amie Petersen	06/30/2006

RECEIVING PARTY DATA

Name:	Blackhawk Marketing Services, Inc.
Street Address:	5918 Stonebridge Mall Road
City:	Pleasanton
State/Country:	CALIFORNIA
Postal Code:	94588

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11380838

CORRESPONDENCE DATA

Fax Number: (972)731-2289  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (972) 731-2288  
Email: rcarroll@dfw.conleyrose.com  
Correspondent Name: Rodney B. Carroll  
Address Line 1: 5700 Granite Parkway, Suite 330  
Address Line 4: Plano, TEXAS 75024

ATTORNEY DOCKET NUMBER:

4001-04300

NAME OF SUBMITTER:

Rodney B. Carroll

Total Attachments: 4

source=ExecutedAssignment#page1.tif

source=ExecutedAssignment#page2.tif

PATENT

REEL: 017922 FRAME: 0253

500124960

CH 11380838 \$40.00

source=ExecutedAssignment#page3.tif  
source=ExecutedAssignment#page4.tif

**ASSIGNMENT**

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to **Blackhawk Marketing Services, Inc.** (the "Assignee"), a corporation of the State of Arizona, having a place of business at **5918 Stonebridge Mall Road, Pleasanton, CA 94588-3229**, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, entitled "**HYBRID TRANSACTION CARD PACKAGE ASSEMBLY**," Serial No. 11/380,838, filed April 28, 2006, such application and all divisional, continuing, provisional, non-provisional, regular, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will (1) execute all divisional, continuing, provisional, non-provisional, regular, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;



(Signature):

Date:

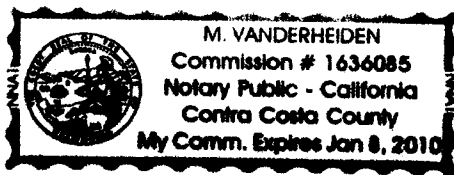
State of California )  
 )  
County of Alameda )

On 7-7-06 before me, Mary VanderHeiden, personally appeared Talbott Roche, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

**WITNESS my hand and official seal.**

**Signature**

(Seal)



(Signature):   
Amie Petersen

Date: 6/30/06

State of California  
County of Alameda

On 6/30/06 before me, Margaret Reimche, Notary Public, personally appeared Amie Petersen, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature 

(Seal)

