

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Sharon Rossmark</td><td>06/30/2006</td></tr><tr><td>Larry Kobori</td><td>07/28/2006</td></tr><tr><td>Gary Kerr</td><td>07/28/2006</td></tr></tbody></table>		Name	Execution Date	Sharon Rossmark	06/30/2006	Larry Kobori	07/28/2006	Gary Kerr	07/28/2006				
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RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>Allstate Insurance Company</td></tr><tr><td>Street Address:</td><td>2775 Sanders Road</td></tr><tr><td>Internal Address:</td><td>Suite A2</td></tr><tr><td>City:</td><td>Northbrook</td></tr><tr><td>State/Country:</td><td>ILLINOIS</td></tr><tr><td>Postal Code:</td><td>60062</td></tr></table>		Name:	Allstate Insurance Company	Street Address:	2775 Sanders Road	Internal Address:	Suite A2	City:	Northbrook	State/Country:	ILLINOIS	Postal Code:	60062
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
Fax Number: (312)463-5001 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone: 3124635000													
Email: bodom@bannerwitcoff.com													
Correspondent Name: William J. Allen													
Address Line 1: 10 South Wacker Drive													
Address Line 2: Suite 3000													
Address Line 4: Chicago, ILLINOIS 60606													
ATTORNEY DOCKET NUMBER:	006591.00032												
NAME OF SUBMITTER:	William J. Allen												

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PATENT
REEL: 018042 FRAME: 0331

Total Attachments: 4

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PATENT

REEL: 018042 FRAME: 0332

ASSIGNMENT

WHEREAS, we, Sharon Rossmark, Gary Kerr and Larry Kobori, (ASSIGNORS), are the inventors of certain inventions and improvements described in a U.S. patent application and having the title

RETAIL DEPLOYMENT MODEL

which application was

executed on _____ or

filed on August 1, 2006 and assigned Application No. 11/461,512; and

WHEREAS,

Allstate Insurance Company
2775 Sanders Road
Suite A2
Northbrook, IL 60062

(ASSIGNEE) desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged,

We hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) the entire right, title and interest in and to said application, inventions and improvements throughout the world and to any and all patents, petty patents and utility model patents which may be granted therefor, and all continuations, continuations-in-part, divisions, reissues, extensions, renewals, and any non-provisional based on a provisional thereof (LETTERS PATENT).

And we covenant that we have full right to convey the entire interest herein assigned, and that we have not executed and will not execute any agreement or do anything in conflict herewith;

And we further covenant and agree that we will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and we agree to communicate to said ASSIGNEE or its NOMINEES all known facts respecting said application, inventions, improvements, and LETTERS PATENT, to testify in any legal proceedings, to sign all lawful papers, and generally to do all things necessary to aid ASSIGNEE or its NOMINEES to obtain and enforce for their own benefit patent protection for said application, inventions and improvements in any and all countries, all at the expense, however, of the ASSIGNEE or its NOMINEES;

And we authorize the ASSIGNEE or its NOMINEES to file in my name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and we authorize

And I hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to identify the patent application to which this assignment pertains.

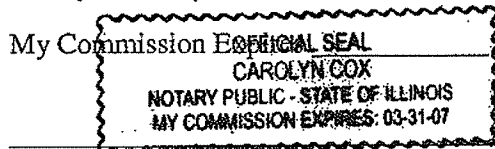
Date: 6/30/06

[Signature]
Sharon Rossmark

State of Illinois)
County of Lake) ss:

This 30th day of June, 2006, before me personally came the above-named, Sharon Rossmark, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.

[Signature]
Notary Public



Date: _____

Larry Kobori

State of California)
County of _____) ss:

This _____ day of _____, 2006, before me personally came the above-named, Larry Kobori, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.

Notary Public

My Commission Expires: _____

LAW OFFICES
BANNER & WITCOFF, LTD.
10 South Wacker Drive
Chicago, IL. 60606-7407
312-463-5000

And I hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to identify the patent application to which this assignment pertains.

Date:

Sharon Rossmark

State of Illinois)
) ss:
County of _____)

This _____ day of _____ 2006, before me personally came the above-named, Sharon Rossmark, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.

Notary Public

My Commission Expires: _____

7-28-2006

Date:

Larry Kobori

Larry Kobori

State of California)
) ss:
County of San Mateo)

This 28th day of July 2006, before me personally came the above-named, Larry Kobori, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.

Notary Public

My Commission Expires: 7/1/09



LAW OFFICES
BANNER & WITCOFF, LTD.
10 South Wacker Drive
Chicago, IL. 60606-7407
312-463-5000

7/28/2006
Date:

Gary Kerr
Gary Kerr

State of California)
County of San Mateo) ss:

This 28th day of July 2006, before me personally came the above-named, Gary Kerr, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



[Signature]
Notary Public

My Commission Expires: 7/1/09

LAW OFFICES
BANNER & WITCOFF, LTD.
10 South Wacker Drive
Chicago, IL. 60606-7407
312-463-5000