

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Mr. Thomas H. Keithley	04/16/2007
RECEIVING PARTY DATA	
Name:	I4 Licensing, LLC
Street Address:	9690 Deereco Road
Internal Address:	Suite 705
City:	Timonium
State/Country:	MARYLAND
Postal Code:	21093
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11651141
CORRESPONDENCE DATA	
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Address Line 4:	Pittsburgh, PENNSYLVANIA 15219
ATTORNEY DOCKET NUMBER:	3805-060970
NAME OF SUBMITTER:	Kent E. Baldauf, Jr. for 3805-060970
Total Attachments: 2 source=w0355733#page1.tif source=w0355733#page2.tif	

OP \$40.00 11651141

ASSIGNMENT

WHEREAS, I, Thomas H. Keithley, residing in Monkton, Maryland, have invented certain new and useful improvements in "Method and System for Offering a Credit Product by a Credit Issuer to a Consumer at a Point-of-Sale" for which a patent application was filed in the United States Patent and Trademark Office on January 9, 2007 and bears Serial No. 11/651,141;

AND, WHEREAS I4 Licensing, LLC, a corporation of Delaware, having a place of business at 9690 Deereco Road, Suite 705, Timonium, Maryland 21093, hereinafter called the "assignee", is desirous of acquiring the entire right, title, and interest in and to said application and the inventions and improvements therein disclosed.

NOW, THEREFORE, for good and valuable consideration paid to me by said assignee, the receipt of which is hereby acknowledged, I do hereby assign, sell, transfer, and set over unto said assignee the entire right, title and interest in and to said application and the inventions and improvements therein disclosed for the United States and all foreign countries and any Letters Patent which may issue therefor in the United States and all foreign countries and all divisions, reissues, continuations, continuations-in-part, renewals, and/or extensions thereof, said assignee to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, reissues, continuations, continuations-in-part, renewals, and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by me had this assignment not been made.

The Commissioner of Patents and Trademarks is requested to issue such Letters Patent in accordance herewith. I covenant that I am the lawful owner of the said application, inventions, and improvements, that the same are unencumbered, that no license has been granted to make, use, or vend the said inventions or improvements or any of them, and that I have the full right to make this assignment.

And for the consideration aforesaid, I agree that I will communicate to said assignee or the representatives thereof any facts known to me respecting said inventions and improvements, and will, upon request, but without expense to me, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, continuation-in-part, renewal, and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said assignee or by counsel for said assignee, to assist or enable said assignee to obtain and enforce full benefits from the rights and interests herein assigned. This assignment shall be binding upon my heirs, executors,

administrators, and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of said assignee.

EXECUTED April 16, 2007

Thomas H. Keithley
Thomas H. Keithley

STATE OF MARYLAND :
 Carroll : ss:
COUNTY OF ~~BALTIMORE~~ :

Before me, a Notary Public in and for the said County and personally appeared Thomas H. Keithley, who acknowledged that he is the person who executed the foregoing assignment and acknowledged it to be his free and voluntary act and deed.

Witness my hand and notarial seal this 16th day of April, 2007.

[NOTARIAL SEAL]

[Signature]
Notary Public