



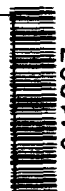
To the Commissioner For Patents: P

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py thereof.

4-18-07

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041807

1. Name of conveying party(ies):
Mirko (NMN) Gojkovic, Daryl Colin Halliday,
Nenad (NMN) Stojanovic

Additional names of conveying party(ies) attached?
___ Yes ___X___ No

3. Nature of Conveyance
___X___ Assignment ___ Merger
___ Security Agreement ___ Change of Name
___ Other _____

Execution Date: 04/13/07

2. Name and address of receiving party(ies):
Name: ValueCentric Marketing Group, Inc.

Street Address: 49 Court Street
City: Binghamton
State: New York Zip: 13901

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

4. Application number(s) or patent number(s):
Title **LOYALTY REWARDS MANAGEMENT AND PROCESSING SYSTEM AND METHOD**
If this document is being filed together with a new application, the execution date of the application is 04/13/07
A. Patent Application No(s). B. Patent No(s).

Additional numbers attached?
___ Yes ___X___ No

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

Hinman, Howard & Kattell
700 Security Mutual Building
Binghamton, New York 13901

Att: Lawrence R. Fraley

6. Total number of applications and patents involved: 1

7. Total fee (37 CVF 3.41): \$40.00
___X___ Enclosed

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8. Statement and signature
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Lawrence R. Fraley _____ *Lawrence R. Fraley* _____ 4/17/07
Name of Person Signing Signature Date

Registration # 26,885 Tel: 607-231-6907 Total number of pages comprising cover sheet: 2

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ASSIGNMENT

HHK-2-07-001

Whereas, We

- (1) Mirko (NMN) Gojkovic
70 Maris Shepway
North York, Ontario, Canada
- (2) Daryl Colin Halliday
1205-5 Marine Parade Dr.
Toronto, Ontario, Canada
- (3) Nenad (NMN) Stojanovic
33 Elmhurst Ave., #208
North York, Ontario, Canada

have invented certain improvements in LOYALTY REWARDS MANAGEMENT AND PROCESSING SYSTEM AND METHOD and have executed, respectively, a United States patent application therefor on

(1) *Tojkalost lupro* (2) *Daryl Halliday*, (3) *W. Stojanovic*
 APR 13, 2007 APR 13, 2007 APR 13, 2007

And whereas, ValueCentric Marketing Group, Inc., a corporation of Delaware, having a place of business at Binghamton, New York 13901, (hereinafter called ValueCentric), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we the above named hereby sell, assign, and transfer to ValueCentric, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for protection in the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in said application to ValueCentric, its successors and assigns; and we hereby agree that ValueCentric may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by ValueCentric.

Signed:

at Ontario, Canada, this 13th day of APRIL, 2007.

Tojkalost lupro
 Mirko Gojkovic

at Ontario, Canada, this 13th day of April, 2007.

Daryl Halliday
 Daryl Colin Halliday

at Ontario, Canada, this 13th day of April, 2007.

W. Stojanovic
 Nenad Stojanovic

PATENT