

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
James Robert Del Favero	07/16/2007
Lisa Cohen Gevelber	07/17/2007
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Intuit Inc.
<b>Street Address:</b>	2700 Coast Avenue
<b>City:</b>	Mountain View
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94043
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	11782097
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(831)655-0888
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	(831)655-0880
<b>Email:</b>	ry@gunnisonlaw.com
<b>Correspondent Name:</b>	Gunnison, McKay & Hodgson, L.L.P.
<b>Address Line 1:</b>	1900 Garden Road
<b>Address Line 2:</b>	Garden West Office Plaza, Suite 220
<b>Address Line 4:</b>	Monterey, CALIFORNIA 93940
<b>ATTORNEY DOCKET NUMBER:</b>	INTU071938
<b>NAME OF SUBMITTER:</b>	Philip J. McKay
<b>Total Attachments: 2</b> source=INTU071938_as_filed_assign#page1.tif source=INTU071938_as_filed_assign#page2.tif	

CH \$40.00 11782097

## ASSIGNMENT – WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned individual(s) (referred to herein as the "INVENTOR(S)") hereby assign, transfer, and set over to:

Intuit Inc.

a Corporation of the State of Delaware having the following address:

2700 Coast Avenue  
Mountain View, California 94043

(referred to herein as "COMPANY"), its successors, and assigns, the entire right, title, and interest, worldwide, in and to the invention known by the following title:

### METHOD AND SYSTEM FOR DERIVING A CONSUMER'S SHOPPING HABITS

for which the undersigned has/have executed an application for patent in the United States of America on or about this same day, together with said patent application, all divisions, continuations, continuations-in-part, reissues, and extensions thereof, and all Letters Patent (domestic and foreign), inventor's certificates and other forms of protection thereon granted in the United States and foreign countries (collectively referred to herein as 'Patents') that may be granted therefor. Such interest represents the entire ownership of said Patents and is to be owned by COMPANY, its successors, and assigns, or their legal representatives, for the full and entire term for which such Patents may be granted or extended, as fully and entirely as the same would have been enjoyed by the INVENTOR(S) if this assignment had not been made.

In addition, the undersigned INVENTOR(S) each hereby agrees:

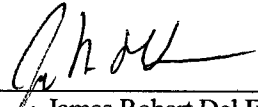
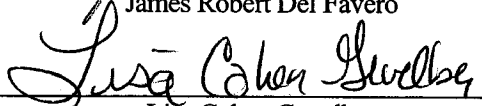
1. To sign and execute any further documents that may be necessary or desirable, lawful, and proper in connection with the filing and prosecution of all Patents on the INVENTION in the United States and all foreign countries wherein COMPANY desires protection, including without limitation all divisions, continuations, continuations-in-part, amendments thereof, and all interference proceedings associated therewith, or otherwise necessary or desirable to secure the title thereto to COMPANY;
2. To execute all papers and documents and to perform all lawful acts that may be necessary in connection with claims to priority or otherwise under the International Convention for the Protection of Industrial Property or similar treaties or agreements;
3. To perform all lawful affirmative acts that may be necessary to obtain the grant of valid and enforceable Patents to COMPANY.

The undersigned INVENTOR(S) each hereby authorizes and requests the Commissioner of Patents and Trademarks in the United States to issue any and all Letters Patent resulting from said application, including without limitation any division, continuation, continuation-in-part, or reissue thereof to COMPANY.

The undersigned INVENTOR(S) each hereby grants to the firm of Gunnison, McKay and Hodgson, L.L.P. the power to insert on this Assignment any further identification that may be necessary or

desirable in order to comply with the rules of the United States Patent and Trademark Office for the recordation of this document.

IN WITNESS WHEREOF, this Assignment has been executed by each of the undersigned individuals on the date appearing by such individual's signature:

<u>7-16-07</u> Date	1 <sup>st</sup> Inventor Signature: <u></u> Print or Type Name: James Robert Del Favero
<u>7-17-07</u> Date	2 <sup>nd</sup> Inventor Signature: <u></u> Print or Type Name: Lisa Cohen Gevelber

When this Assignment is not filed concurrently with the patent application,  
the following identifying information may be added after execution:  
*U.S. Application Serial No.:*  
*Filing Date:*