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Atty Ref/Docket No.: 2244.122US1 / US-0226.01

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Jose Jesus Cantu

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Execution Date: June 13, 2007

2. Name and address of receiving party(ies):

Name: United Services Automobile Association

Street Address: 9800 Fredericksburg Road

City: San Antonio State: TX Zip: 78288

Additional name(s) & address(es) attached? [] Yes [X] No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

Serial No. 11/761,230, filed June 11, 2007

B. Patent No.(s)

Additional numbers attached? [] Yes [X] No

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

Name: Ann M. McCrackin

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6. Total number of applications and patents involved: 1

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PATENT

REEL: 019625 FRAME: 0660

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventorship Jose Jesus Cantu, II
Applicant United Services Automobile Association (USAA)
Attorney's Docket No. 2244.122US1 / US-0226.01
USAA's Docket No. US-0226.01
Title: METHOD-AND SYSTEM FOR PROVIDING TARGETED MESSAGES
Serial No. 11/761,230
Date Filed June 11, 2007

PATENT ASSIGNMENT**PARTIES TO THE ASSIGNMENT****Assignor(s)**

Jose Jesus Cantu, II
14030 Oakhill Way
San Antonio, TX 78231-1600

Assignee:

United Services Automobile Association (USAA)
Reciprocal Interinsurance Exchange in the State of Texas
9800 Fredericksburg Road
San Antonio, Texas 78288

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Ver. 1.01
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PATENT
REEL: 019625 FRAME: 0661

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) is/are inventor(s) of an invention(s) entitled as described and claimed in the specification forming part of an application(s) for United States letters patent referenced above;

WHEREAS, United Services Automobile Association (USAA) (hereinafter referred to as ASSIGNEE), a reciprocal interinsurance exchange of the State of Texas having a place of business at 9800 Fredericksburg Road, San Antonio, Texas 78288, is desirous of acquiring the entire right, title and interest in and to the invention(s) and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign, and transfer unto ASSIGNEE, the entire right, title, and interest in and to said invention(s), said application(s), and any and all letters patent which may be granted for said invention(s) in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues, and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application(s) to which said foreign applications are entitled by virtue of international convention, treaty, or otherwise, said invention(s), application(s), and all letters patent on said invention(s) to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer, and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention(s), for litigation regarding said letters patent, or ~~for the purpose of protecting title to said invention(s) or letters patent therefor.~~


Jose Jesus Cantu, II

6/12/07
Date of Signature

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