

Form PTO-1595 (Rev. 07/05)
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Howard W. LUTNICK
Dean P. ALDERUCCI
Joseph M. ASHER

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: CFPH, LLC

Internal Address: _____

Street Address: 110 East 59th Street

City: New York

State: NY

Country: USA Zip: 10022

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 06/28/07, 08/07/07, 08/04/07

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

A. Patent Application No.(s)
11/621,369

This document is being filed together with a new application.
B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Michael Brinton

Internal Address: Cantor Fitzgerald, L.P.

Innovation Division

Street Address: 110 East 59th Street

6th Floor

City: New York

State: NY Zip: 10022

Phone Number: (212) 294-7723

Fax Number: _____

Email Address: mbrinton@cantor.com

6. Total number of applications and patents involved: _____

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 50-3938

Authorized User Name Michael Brinton

9. Signature:


Signature

September 26, 2007
Date

Glen R. Farbanish
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA

PATENT

CH \$40.00 503938 11621369

ATTORNEY DOCKET NO.
06-2044

ASSIGNMENT
11/621,369

ASSIGNMENT

WHEREAS, I, the undersigned inventor (or one of the undersigned joint inventors), of residence as listed, having invented certain new and useful improvements as below entitled, for which application for United States Letters Patent is made, said application having been executed on the date set forth below; and

WHEREAS, CFPH, LLC (hereinafter referred to as "Assignee"), a Delaware LLC, with an address of 110 E. 59th Street, New York, New York 10022, desires to acquire my entire right, title and interest in and to the invention, and in and to the invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I assign to Assignee, all right, title and interest in and to said invention and in and to said application and all patents which may be granted therefor, and all divisions, reissues, continuations, continuations-in-part and extensions thereof; and I hereby authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as our interest is concerned, to Assignee.

I also assign to Assignee, all right, title and interest to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and I further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

I will communicate to Assignee any facts known to me respecting any improvements; and, at the expense of Assignee, I will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

ATTORNEY DOCKET NO.
06-2044

ASSIGNMENT
11/621,369

Title of Invention:

System for Managing Promotions

Signature of First Inventor:



Inventor's Name:

Howard W. Lutnick

Residence (City, County, State):

New York, New York County, New York

Date Assignment Executed:

6/28/07

Date Application Executed:

6/28/07

ATTORNEY DOCKET NO.
06-2044

ASSIGNMENT
11/621,369

Title of Invention: *System for Managing Promotions*

Signature of Third Inventor:



Inventor's Name:

Dean P. Alderucci

Residence (City, County, State):

Westport, Fairfield County, Connecticut

Date Assignment Executed:

August 7, 2007


Date Application Executed:

ATTORNEY DOCKET NO.
06-2044

ASSIGNMENT
11/621,369

Title of Invention: *System for Managing Promotions*

Signature of Sixth Inventor:



Inventor's Name:

Joseph M. Asher

Residence:

1412 Castle Wall Street, Las Vegas, NV 89117

Date Assignment Executed:

8/4/07

Date Application Executed:

8/4/07
