

**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>
Victor A. Ovadia	12/10/2007
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Motivation Innovations LLC
<b>Street Address:</b>	54 Hazard Avenue
<b>Internal Address:</b>	Suite 302
<b>City:</b>	Enfield
<b>State/Country:</b>	CONNECTICUT
<b>Postal Code:</b>	06082
<b>PROPERTY NUMBERS Total: 3</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	5612527
Patent Number:	5468021
Patent Number:	5308118
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(617)722-4992
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Email:</b>	Victor.Ovadia@strus.com
<b>Correspondent Name:</b>	Motivation Innovations LLC
<b>Address Line 1:</b>	54 Hazard Avenue
<b>Address Line 2:</b>	Suite 302
<b>Address Line 4:</b>	Enfield, CONNECTICUT 06082
<b>NAME OF SUBMITTER:</b>	Victor Ovadia

**OP \$120.00 5612527**

Total Attachments: 3  
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## PATENT ASSIGNMENT

The undersigned, Victor A. Ovadia, residing at 115 West Road, Unit 1006, Ellington, CT 06029, as the inventor named in the patents identified in Schedule A ("Assignor") and contributor of the relevant know-how, for good and valuable consideration, receipt of which is hereby acknowledged, does hereby sell, assign and transfer to Motivation Innovations LLC, a Delaware limited liability company with a mailing address of 54 Hazard Avenue, Suite 302, Enfield, CT 06082 ("Assignee"), its successors and assigns, the entire right, title and interest for the United States of America and its territorial possessions, and all foreign countries including all rights of priority, in the patents and patent applications identified in Schedule A, and all inventions or improvements therein, and in and to all Letters Patent of the United States and all foreign countries which may or shall be granted on said inventions, or any parts thereof, or any divisional, continuing, reissue or other applications based in whole or in part thereon, such rights to be held and enjoyed by Assignee as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made, including without limitation the right to sue and recover damages for past infringement.

Assignor agrees to execute all applications, amended specifications, deeds or other instruments, and to do all acts necessary or proper to secure the grant of Letters Patent in the United States and in all other countries to Assignee, to vest and confirm in said corporation, its successors and assigns, the legal title to all such patents.

*[SIGNATURE PAGE TO FOLLOW]*

IN WITNESS WHEREOF, the Assignor hereto has executed this Agreement as of the date below.

Nancy Marciniowski  
(Witness)

Victor A. Ovadia  
Name: Victor A. Ovadia

State of CT

) SS: Enfield

County of Hartford

I, Kristina B. Parreira, do hereby certify that Victor A. Ovadia this day appeared before me personally and did acknowledge that he did execute and deliver the foregoing instrument by signing his name, for the purposes therein named and expressed.

In Witness Whereof, I set my hand and official seal this 10<sup>th</sup> day of December, 2007.

Kristina B. Parreira  
Notary Public

Commission expires:

July 31, 2009

## **SCHEDULE A**

Patent No. 5,612,527, filed on March 31, 1995, Titled "Discount offer redemption system and method" by Victor A. Ovdia.

Patent No. 5,468,021, filed on April 6, 1994, Titled "Carry card offer strip" by Victor A. Ovdia.

Patent No.5,308,118, filed on October 14, 1992, Titled "Carry card offer strip" by Victor A. Ovdia.