

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Robert M. Fell	09/03/2007
Scott Painter	09/03/2007
Michael R. Bonsignore	09/04/2007
Brian P. Reed	09/03/2007
Gary A. Magnuson	09/01/2007

RECEIVING PARTY DATA

Name:	Pricelock, Inc.
Street Address:	5215 N. O'Connor Blvd.
Internal Address:	Suite 200
City:	Irving
State/Country:	TEXAS
Postal Code:	75039

PROPERTY NUMBERS Total: 20

Property Type	Number
Application Number:	11705571
Application Number:	60900930
Application Number:	60900931
Application Number:	60900928
Application Number:	60900806
Application Number:	60900846
Application Number:	60900845
Application Number:	60900844
Application Number:	60900929
Application Number:	60922528
Application Number:	60922427

PATENT

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Application Number:	60922521
Application Number:	60922541
Application Number:	60922488
Application Number:	60922520
Application Number:	60966566
Application Number:	60966648
Application Number:	60966564
Application Number:	60966565
Application Number:	60966574

CORRESPONDENCE DATA

Fax Number: (512)371-9088

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 512.637.9220

Email: skerby@sprinklelaw.com

Correspondent Name: Sprinkle IP Law Group

Address Line 1: 1301 W. 25th Street, Suite 408

Address Line 4: Austin, TEXAS 78705

ATTORNEY DOCKET NUMBER:	PRICELOCK ASSIGNMENT
NAME OF SUBMITTER:	Ari G. Akmal

Total Attachments: 9

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ASSIGNMENT

This Assignment is made by **Robert M. Fell** of **Summerland, CA**; **Scott Painter** of **Bel Air, CA**; **Michael R. Bonsignore** of **Seattle, WA**; **Brian P. Reed** of **Southlake, TX**, and **Gary A. Magnuson** of **Corpus Christi, TX**, ("Assignors").

WHEREAS, Assignors have invented new and useful inventions contained within the patent applications listed in the attached **Schedule A** ("Applications"); and

WHEREAS, Assignors believe themselves to be the original inventors of the inventions including any and all inventions and improvements disclosed in said Applications ("Inventions"); and

WHEREAS, the parties desire to have a recordable instrument assigning the entire right, title and interest in and to said Inventions, said Applications, any subsequently filed utility, divisional, continuation, continuation-in-part, re-examination, reissue or other application for protection related to or claiming priority from said applications ("Follow-on Applications"), and any patents, inventions registrations or other forms of protection ("Patents") that may be granted for said Inventions from any Applications of Follow-on Applications in the United States and throughout the world;

NOW, THEREFORE, in accordance with the obligations to assign the Inventions and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign, and transfer to **Pricelock, Inc.** having a principal place of business at **5215 N. O'Connor Blvd., Suite 200, Irving, TX 75039** (hereinafter referred to as "Assignee"), the entire right, title, and interest in and to said Inventions, said Applications, Follow-on Applications and any Patents that may be granted for said Inventions in the United States and throughout the world, including the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties, or otherwise.

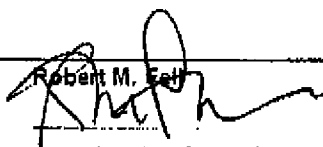
Assignors agree that, upon request and without further compensation, but at no expense to Assignors, they and/or their legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing the Applications, Follow-on Applications, and Patents in the United States and throughout the world for said Inventions, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to said Inventions, said application, and any Applications, Follow-on Applications, and Patents granted for said Inventions in the United States and throughout the world.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignors authorize and request the Commissioner for Patents of the United States and of all foreign countries to issue any Patents granted for said Inventions, whether on said application or on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application, to Assignee, its successors and assigns, as the assignee of the entire interest in said Inventions.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the dates provided below.

Name of Inventor:


Robert M. Setz

Signature:

Date:

September 3, 2007

Name of Inventor:

Scott Painter

Signature:

Date:

Name of Inventor:

Michael R. Bonsignore

Signature:

Date:

Name of Inventor:

Brian P. Reed

Signature:

Date:

Name of Inventor:

Gary A. Magnuson

Signature:


Date:

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Name of Inventor: **Robert M. Fell**

Signature: _____

Date: _____

Name of Inventor: **Scott Painter**
Signature: 
Date: September 3, 2007

Name of Inventor:	Michael R. Bonsignore
Signature:	_____
Date:	_____

Name of Inventor: **Brian P. Reed**
Signature: _____
Date: _____

Name of Inventor: **Gary A. Magnuson**

Signature: _____

Date: _____

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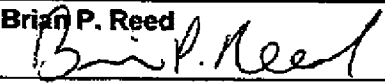
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Name of Inventor:	Michael R. Bonsignore
Signature:	_____
Date:	_____

Name of Inventor:	Brian P. Reed
Signature:	
Date:	<u>September 3, 2007</u>

Name of Inventor:	Gary A. Magnuson
Signature:	_____
Date:	_____

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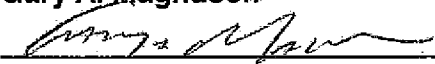
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Date:	_____

Name of Inventor:	Michael R. Bonsignore
Signature:	_____
Date:	_____

Name of Inventor:	Brian P. Reed
Signature:	_____
Date:	_____

Name of Inventor:	Gary A. Magnuson
Signature:	
Date:	<u>9/1/07</u>

SCHEDULE "A"

Docket	Application No.:	Application Date:	Title	Inventors
PRICE1100	11/705,571	12-Feb-2007	Method and System for Providing Price Protection For Commodity Purchasing Through Price Protection Contracts	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1110	60/900,930	12-Feb-2007	System and Method of Determining Retail Commodity Cost Within a Geographic Boundary	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1120	60/900,931	12-Feb-2007	System and Method for Estimating Forward Retail Commodity Price	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1130	60/900,928	12-Feb-2007	Management and Decision Making Tool for Commodity Purchase with Hedging Scenarios	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1140	60/900,806	12-Feb-2007	System and Method for Aggregation of Demand on Retail Commodity	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1150	60/900,846	12-Feb-2007	System and Method for Generating Revenues in a Retail Commodity Network	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1160	60/900,845	12-Feb-2007	System and Method of Driving Commodity Consumers to Selective Retail Locations	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson

Docket	Application No.:	Application Date:	Title	Inventors
PRICE1170	60/900,844	12-Feb-2007	System and Method for Enabling Hedging Customers to Lock Forward Positions with Customer-Friendly Payment Options	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1180	60/900,929	12-Feb-2007	Method and System for Providing Price Protection for Commodity Purchasing Through Consumer Restraints	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1190	60/922,528	09-Apr-2007	System and Method for Providing an Insurance Premium for Price Protection	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1200	60/922,427	09-Apr-2007	System and Method for Index Based Settlement Under Price Protection	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1210	60/922,521	09-Apr-2007	System and Method for Risk Acceptance in the Provisioning of Price Protection Contracts	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1220	60/922,541	09-Apr-2007	System and Method of Aggregating Settlement Transactions	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1230	60/922,488	09-Apr-2007	System and Method for Constraining Depletion Amount in Defined Time Period	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1240	60/922,520	09-Apr-2007	System and Method for Constraining Efficient Exercise Frontier	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson

Docket	Application No.:	Application Date:	Title	Inventors
PRICE1110-1	<i>Not Yet Assigned</i>	29-Aug-2007	System and Method of Determining a Retail Commodity Price within a Geographical Boundary	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1140-1	<i>Not Yet Assigned</i>	29-Aug-2007	System and Method for Aggregation of Demand on Retail Commodity Through Discrete Channels	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1150-1	<i>Not Yet Assigned</i>	29-Aug-2007	System and Method for Generating Revenues in a Retail Commodity Network	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1160-1	<i>Not Yet Assigned</i>	29-Aug-2007	System and Method of Driving Commodity Consumers to Selective Retail Locations	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson
PRICE1180-1	<i>Not Yet Assigned</i>	29-Aug-2007	System, Method and Apparatus for Consumer Purchase and Future Distributed Delivery of Commodity at Predetermined Prices	Robert M. Fell, Scott Painter, Michael R. Bonsignore, Brian P. Reed, Gary A. Magnuson