

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Decision Point Marketing, Inc.	08/06/2001
RECEIVING PARTY DATA	
Name:	Cold Sell Systems, L.L.C.
Street Address:	4410-99 Providence Lane
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27106
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	6453682
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	1101-2099-702-5969
NAME OF SUBMITTER:	Robert A. Currie
Total Attachments: 2	
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PATENT ASSIGNMENT

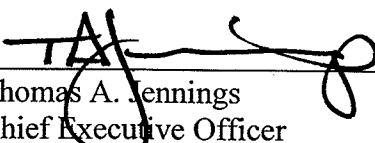
WHEREAS, DECISION POINT MARKETING, INC., a corporation duly organized and existing under the laws of the State of North Carolina (the Assignor), having its principal office at 4410-99 Providence Lane, Winston-Salem, NC 27106, is the owner of the Patent applications and inventions set forth in Schedule A; and

WHEREAS, Cold Sell Systems, L.L.C., a North Carolina limited liability company (the Assignee), having its principal office at 4410-99 Providence Lane, Winston-Salem, NC 27106 desires to acquire the Patent applications and rights to the inventions and patents associated therewith;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors, and assigns, the entire right, title, and interest in and to the Patent application set forth in Schedule A, including rights to the inventions and U.S. and foreign patents associated therewith;

Executed as of 6th day of August, 2001

DECISION POINT MARKETING, INC.

By: 
Thomas A. Jennings
Chief Executive Officer

Witness:

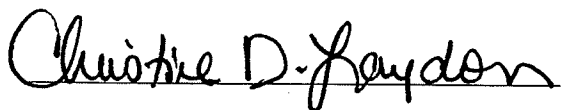


Exhibit A

United States Patent Applications

U.S. Patent Application No.	Filing Date	Title
09/578,575	5/25/2000	CHILLED ITEM SERVER
09/301,709	4/29/1999	POINT-OF-SALE CHILLED PRODUCT HOUSING
09/755,938	1/5/2001	IMPROVED POINT OF SALE PRODUCT CHILLER