

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Tecmark, Inc.	04/30/2008
RECEIVING PARTY DATA	
Name:	IDLoyalty, LLC
Street Address:	345 St. Peter St.
City:	St. Paul
State/Country:	MINNESOTA
Postal Code:	55102
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	6070147
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ATTORNEY DOCKET NUMBER:	124985.0000
NAME OF SUBMITTER:	John Bergstrom, COB
Total Attachments: 2	
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ASSIGNMENT OF PATENT

THIS AGREEMENT is entered into this 30th day of April, 2008, by and between Tecmark, Inc., a Minnesota corporation ("**Assignor**") and IDLoyalty, LLC, a Minnesota limited liability company ("**Assignee**").

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of United States Patent 6,070,147, entitled "Customer Identification and Marketing Analysis Systems" (the "**Patent**"); and

WHEREAS, Assignee desires to acquire all rights, title and interest in and to the Patent.

AGREEMENT

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has agreed to sell and has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over unto Assignee and its successors and assigns Assignor's entire right, title and interest in and to the Patent and all inventions claimed therein, all corresponding domestic and foreign patents and applications, all Letters Patent and similar legal protection issuing thereon, and all rights and benefits under any applicable treaty or convention, as well as any continuations, continuations-in-part, renewals, or extensions of any of the foregoing, and all proceeds therefor (including, but not limited to, all license royalties and proceeds of infringement suits), and the right to sue (including for damages and injunction) for past, present, and future infringements. Assignor authorizes the United States Patent and Trademark Office or foreign equivalent thereof to issue the Letters Patent or similar legal protection to Assignee.

Assignor warrants and represents that it has good and valid title to the Patent hereby assigned, and further covenants and agrees that it has the right to grant such rights to the Patent and that it will, at any time upon request without cost or further compensation, execute and deliver any and all papers or instruments that, in the opinion of the Assignee, may be necessary or desirable to secure to Assignee the full enjoyment of the rights and properties herein conveyed or intended to be conveyed by this Agreement.

The signature page follows.

IN WITNESS WHEREOF, Assignor has executed this Agreement as of the day and year first above written.

ASSIGNOR:

Tecmark, Inc.

By: [Signature]
Name: John Bergstrom
Its: Chairman of the Board

State of Minnesota

County of Ramsey

Sworn and subscribed to before me, a Notary Public on this 30th day of April, 2008.

[Signature]
Notary Public

My commission expires:

Jan 31, 2010

