

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Bill of Sale		
CONVEYING PARTY DATA			
Name			Execution Date
Edwin K. Palmer, Chapter 7 Trustee of the Bankruptcy Estate of LoyaltyPoint, Inc.			10/02/2007
RECEIVING PARTY DATA			
Name:	Rothschild Trust Holdings, LLC		
Street Address:	19333 Collins Avenue		
Internal Address:	Suite 2501		
City:	Sunny Isles Beach		
State/Country:	FLORIDA		
Postal Code:	33160		
PROPERTY NUMBERS Total: 4			
Property Type	Number		
Patent Number:	6430554		
Patent Number:	6651053		
Patent Number:	6675165		
Patent Number:	6766363		
CORRESPONDENCE DATA			
Fax Number:	(561)244-1062		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	561-922-3845		
Email:	sgreenberg@crgplaw.com		
Correspondent Name:	Carey Rodriguez Greenberg & Paul, LLP		
Address Line 1:	950 Peninsula Corporate Circle		
Address Line 2:	Suite 3020		
Address Line 4:	Boca Raton, FLORIDA 33487		
ATTORNEY DOCKET NUMBER:	1093-001		
NAME OF SUBMITTER:	Steven M. Greenberg		

OP \$160.00 6430554

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Total Attachments: 3

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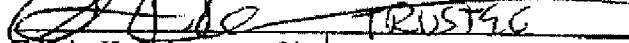
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BILL OF SALE

KNOW ALL MEN BY THESE PRESENTS that EDWIN K. PALMER, AS CHAPTER 7 TRUSTEE OF THE BANKRUPTCY ESTATE OF LOYALTYPOINT, INC. F/K/A BARPOINT.COM, INC., party of the first part, for and in consideration of the sum of Twenty-Five Thousand and 00/100 Dollars (\$25,000.00) and other good and valuable consideration paid by ROTHSCHILD TRUST HOLDINGS, L.L.C., a Florida limited liability company, party of the second part, the receipt of which is hereby acknowledged, has granted, bargained, sold, transferred, set over and delivered, and by these presents does grant, bargain, sell, transfer, set over and deliver unto the party of the second part, its successors and/or assigns, the trademarks and associated rights identified in the attached Schedule 1, the patents and associated rights identified in the attached Schedule 2, the domain name BarPoint.com, all technical information, including software and software code, relating to BarPoint.com, Inc. software technologies, and all claims and causes of action pursuant to which the Trustee or LoyaltyPoint, Inc. is or might be entitled to avoid any prior transfer of the assets described herein and/or recover damages or obtain other relief relating to any prior transfer of the assets described herein (collectively referred to as "Assets")

TO HAVE AND TO HOLD the Assets unto the said party of the second part, its successors and/or assigns, forever.

IN WITNESS WHEREOF, the party of the first part has executed this document on the 2 day of ~~September~~, 2007.



Edwin K. Palmer, as Chapter 7 Trustee
of the bankruptcy estate of LoyaltyPoint, Inc.

Schedule 1

<u>Mark</u>	<u>U.S. & Foreign Registration/Serial No.</u>
BarPoint SHOPPER	U.S. Reg. No. 2,636,248 issued on October 15, 2002
BARPOINT.COM	U.S. Reg. No. 2,399,544 issued on October 31, 2000
BARPOINT.COM, and design	U.S. Reg. No. 2,403,826 issued on August 8, 2000
LAUNCH'EM	U.S. Reg. No. 2,525,274 issued on January 1, 2002, assigned to Zero-Sixty Corp./Alan Pinstein by agreements dated September 9, 2002 and October 21, 2003, respectively.
MAGICTEXT	U.S. Reg. No. 2,635,300 issued on Oct. 15, 2002, assigned to Zero-Sixty Corp./Alan Pinstein by agreements dated September 9, 2002 and October 21, 2003, respectively
MYBARPOINT	U.S. Reg. No. 2,665,386 issued on December 24, 2002
SIMPLESKETCH	U.S. Reg. No. 2,635,301 issued on Oct. 15, 2002, assigned to Zero-Sixty Corp./Alan Pinstein by agreements dated September 9, 2002 and October 21, 2003, respectively
SLIDESHOW COMMANDER	U.S. Reg. No. 2,585,448 issued on Jun. 25, 2002, assigned to Carnegie Mellon University, October 2002
SYNCALC	U.S. Reg. No. 2,573,842 issued on May 28, 2002, assigned to Zero-Sixty Corp./Alan Pinstein by agreements dated September 9, 2002 and October 21, 2003, respectively
BARPOINT.COM	Community Trademark Reg. No. 001551654 issued on March 8, 2000
BARPOINT.COM, and design	Community Trademark Reg. No. 001551605 issued April 6, 2000

Schedule 2

<u>Case No.</u>	<u>Title</u>	<u>U.S. & Foreign Patent/Application No.</u>
BARPOINT-1	Interactive System For Investigating Products On A Network	U.S. Patent No. 6,430,554 issued August 6, 2002
BARPOINT-1 (EPO)	Interactive System For Investigating Products On A Network	European Appl. No. 00 909 978.9 filed on August 31, 2001
BARPOINT-1 (Japan)	Interactive System For Investigating Products On A Network	Japanese Appl. No. 596490-2000 filed on July 24, 2001
BARPOINT-1-CIP	Interactive System For Investigating Products On A Network	U.S. Patent Appl. No. 09/649,184 issued November 26, 2003
BARPOINT-2	System And Method Of Linking Items I Audio, Visual, And Printed Media To Related Information Stored On An Electronic Network Using A Mobile Device	U.S. Patent Appl. No. 09/652,943 filed August 31, 2000
BARPOINT-4	Method For Linking A Billboard Or Signage To Information On A Global Computer Network Through Manual	U.S. Patent Appl. No. 09/649,501 filed August 28, 2000 and scheduled for issuance January 6, 2004 as per notice from the U.S.P.T.O., dated December 23, 2003

PATENT**RECORDED: 07/17/2008****REEL: 021243 FRAME: 0678**