

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| | | |
|--|--|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | ASSIGNMENT | |
| CONVEYING PARTY DATA | | |
| Name | | Execution Date |
| American Express Travel Related Services Company, Inc. | | 07/23/2008 |
| RECEIVING PARTY DATA | | |
| Name: | Pastranisimo Foundation LLC | |
| Street Address: | 160 Greentree Drive | |
| Internal Address: | Suite 101 | |
| City: | Dover | |
| State/Country: | DELAWARE | |
| Postal Code: | 19904 | |
| PROPERTY NUMBERS Total: 1 | | |
| Property Type | Number | |
| Patent Number: | 6988658 | |
| CORRESPONDENCE DATA | | |
| Fax Number: | (602)382-6070 | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 602-382-6228 | |
| Email: | hsobelman@swlaw.com, landerson@swlaw.com | |
| Correspondent Name: | Howard Sobelman, Snell & Wilmer L.L.P. | |
| Address Line 1: | One Arizona Center, 400 E. Van Buren | |
| Address Line 4: | Phoenix, ARIZONA 85004-2202 | |
| ATTORNEY DOCKET NUMBER: | 64022.0100 | |
| NAME OF SUBMITTER: | Howard Sobelman | |
| Total Attachments: 2 | | |
| source=6988658assignment#page1.tif | | |
| source=6988658assignment#page2.tif | | |

CH 6988658 \$40.00

500629096

PATENT
REEL: 021428 FRAME: 0763

ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, American Express Travel Related Services Company, Inc., a New York corporation, with an office at World Financial Center, 200 Vesey Street, New York, New York 10285 ("**Assignor**"), does hereby sell, assign, transfer, and convey unto Pastranisimo Foundation LLC, a Delaware limited liability company, having an address at 160 Greentree Drive, Suite 101, Dover, DE 19904 ("**Assignee**"), or its designees, all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "**Patent Rights**"):

- (a) the provisional patent applications, patent applications and patents listed in the table below (the "**Patents**");
- (b) all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, and/or (ii) for which any of the Patents directly or indirectly forms a basis for priority;
- (c) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in any of the foregoing categories (a) and (b);
- (d) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;
- (e) all items in any of the foregoing in categories (b) through (d), whether or not expressly listed as Patents below and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;
- (f) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories (b) through (e) that (i) are included in any claim in the Patents and/or any item in the foregoing categories (b) through (e), (ii) are subject matter capable of being reduced to a patent claim in a reissue or reexamination proceedings brought on any of the Patents and/or any item in the foregoing categories (b) through (e), and/or (iii) could have been included as a claim in any of the Patents and/or any item in the foregoing categories (b) through (e);
- (g) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories (a) through (f), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;
- (h) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents and/or any item in any of the foregoing categories (b) through (g), including, without limitation, all causes of action and other enforcement rights for
 - (i) damages,
 - (ii) injunctive relief, and
 - (iii) any other remedies of any kindfor past, current, and future infringement; and
- (i) all rights to collect royalties and other payments under or on account of any of the Patents and/or any item in any of the foregoing categories (b) through (h).

| <u>Patent or Application No.</u> | <u>Country</u> | <u>Filing Date</u> | <u>Title of Patent and First Named Inventor</u> |
|----------------------------------|----------------|--------------------|---|
| 6,988,658 | US | 5/16/2003 | System and method for facilitating a transaction between a merchant and a consumer Gerald W. Smith |

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at New York on July 23, 2008.

ASSIGNOR:

American Express Travel Related Services Company, Inc.

By: Tracey R Thomas
Name: Tracey R Thomas
Title: Chief IP Strategist
(Signature MUST be notarized)

STATE OF NEW YORK)
) ss.
COUNTY OF NEW YORK)

On 23rd day of July, 2008, before me, Anne C. Schepp, Notary Public in and for said State, personally appeared Tracey R. Thomas, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature Anne C. Schepp (Seal)

ANNE C. SCHEPP
Notary Public, State of New York
No. 01SC4762211
Qualified in New York County
Commission Expires Oct. 31, 2010