

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Bruce Dragt	03/02/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	First Data Corporation
<b>Street Address:</b>	6200 South Quebec St.
<b>Internal Address:</b>	Suite 270
<b>City:</b>	Greenwood Village
<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80111
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12396258
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(404)853-8806
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	404-853-8000
<b>Email:</b>	brian.decker@sutherland.com
<b>Correspondent Name:</b>	Sutherland Asbill & Brennan, LLP
<b>Address Line 1:</b>	999 Peachtree Street, NE
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309
<b>ATTORNEY DOCKET NUMBER:</b>	34250-1309
<b>NAME OF SUBMITTER:</b>	Brian J. Decker
<b>Total Attachments: 1</b> source=34250-1309 Assignment#page1.tif	

CH \$40.00 12396258

**ASSIGNMENT OF PATENT APPLICATION**

SOLE

WHEREAS, Bruce Dragt of 4052 Oak Forest Circle, Marietta, GA 30062, hereinafter referred to as "Assignor," is the inventor of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: **SYSTEMS, METHODS, AND APPARATUS PROVIDING PROMOTION INFORMATION TO A MOBILE DEVICE**

Date(s) of execution of Declaration:

Filing Date: **March 2, 2009**

Application No.: **12/396,258**

WHEREAS, First Data Corporation, a corporation of the state of Delaware, located at 6200 South Quebec St., Suite 270, Greenwood Village, CO 80111, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

WHEREAS, in accordance with my/our obligations under an agreement with First Data Corporation to assign inventions either as an employee or contractor to First Data Corporation, and/or for other good and valuable considerations of which I/we acknowledge receipt;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignor, Assignor has assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignor further agrees that he will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignor hereby authorizes and request Sutherland Asbill & Brennan LLP, 999 Peachtree Street NE, Atlanta, GA 30309-3996, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignor has signed his name on the dates indicated.

Dated: 3/2/09

Bruce Dragt  
Bruce Dragt