

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Xiang Chen</td> <td>08/03/2001</td> </tr> <tr> <td>Dmitri Pavlovski</td> <td>08/03/2001</td> </tr> <tr> <td>Arkady Borkovsky</td> <td>08/03/2001</td> </tr> <tr> <td>Richard Collins</td> <td>08/03/2001</td> </tr> </tbody> </table>		Name	Execution Date	Xiang Chen	08/03/2001	Dmitri Pavlovski	08/03/2001	Arkady Borkovsky	08/03/2001	Richard Collins	08/03/2001
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Richard Collins	08/03/2001										
<b>RECEIVING PARTY DATA</b>											
Name:	E-centives, Inc.										
Street Address:	6901 Rockledge Drive										
Internal Address:	Suite 700										
City:	Bethesda										
State/Country:	MARYLAND										
Postal Code:	20817										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11019130</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11019130						
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<b>CORRESPONDENCE DATA</b>											
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Correspondent Name:	PILLSBURY WINTHROP SHAW PITTMAN LLP										
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ATTORNEY DOCKET NUMBER:	031792-0314269										
NAME OF SUBMITTER:	Bradford C. Blaise										

**CH \$40.00 11019130**

Total Attachments: 4

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ASSIGNMENT

WHEREAS WE, XIANG CHEN, DMITRI PAVLOVSKI, ARKADY BORKOVSKY, and RICHARD COLLINS have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled PRODUCT NORMALIZATION executed by us on the date of execution of this document, as shown below, and filed concurrently herewith;

AND WHEREAS, e-centives, Inc., a corporation of the State of Delaware, and having an address of 6901 Rockledge Drive, Suite 700, Bethesda, Maryland 20817 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto e-centives, Inc., its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, we hereby agree with the said assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND we request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said e-centives, Inc., its

legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

\_\_\_\_\_  
Date

08-03-2001

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Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
XIANG CHEN

*Dmitri Pavlovski*

\_\_\_\_\_  
DMITRI PAVLOVSKI

*a. Borkovsky*

\_\_\_\_\_  
ARKADY BORKOVSKY

\_\_\_\_\_  
RICHARD COLLINS

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