

# PATENT ASSIGNMENT

Electronic Version v1.1

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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>
Richard J. Morton	05/28/2009
Kevin Lyons-Tarr	05/28/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	4Imprint, Inc.
<b>Street Address:</b>	101 Commerce Street
<b>City:</b>	Oshkosh
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	54901
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12422748
<b>CORRESPONDENCE DATA</b>	
<p>Fax Number: (414)278-3652</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 414-225-1452</p> <p>Email: jheino@dkattomeys.com</p> <p>Correspondent Name: Joseph S. Heino</p> <p>Address Line 1: 111 East Kilbourn Avenue</p> <p>Address Line 2: Suite 1400</p> <p>Address Line 4: Milwaukee, WISCONSIN 53202</p>	
<b>ATTORNEY DOCKET NUMBER:</b>	06990.99118
<b>NAME OF SUBMITTER:</b>	Joseph S. Heino
<p>Total Attachments: 2</p> <p>source=10542987#page1.tif</p> <p>source=10542987#page2.tif</p>	

CH \$40.00 12422748

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**PATENT**  
**REEL: 022771 FRAME: 0059**

## ASSIGNMENT

**WHEREAS, RICHARD J. MORTON**, an adult having an address of 1735 Orchard Court, Oshkosh, Wisconsin and **KEVIN LYONS-TARR**, an adult having an address of 805 Kensington Road, Neenah, Wisconsin, are the inventors of the attached United States Utility Patent Application No. 12/422,748 titled **METHOD, SYSTEM AND SOFTWARE PRODUCT FOR CREATING VARIABLE PRICING**;

**WHEREAS, 4IMPRINT, INC.,** a Wisconsin corporation, having offices located at 101 Commerce Street, Oshkosh, Wisconsin, is desirous of acquiring the entire right, title and interest in and to the aforesaid invention:

**NOW, THEREFORE**, in consideration of and in exchange for the sum of One Dollar (\$1.00) each to **RICHARD J. MORTON** and **KEVIN LYONS-TARR** in hand paid by **4IMPRINT, INC.**, and other good and valuable considerations, the receipt of which are hereby acknowledged, **RICHARD J. MORTON** and **KEVIN LYONS-TARR** hereby sell, assign, transfer and set over to **4IMPRINT, INC.**, the aforesaid United States Utility Patent Application No. 12/422,748, the same to be held and enjoyed by **4IMPRINT, INC.**, for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term of any patent granted or issued based on the above-referenced United States Utility Patent Application No. 12/422,748, as fully and entirely as the same would have been held and enjoyed by **RICHARD J. MORTON** and **KEVIN LYONS-TARR** if this Assignment and sale had not been made.

Date: May 28<sup>th</sup> 2009.

  
Richard J. Morton

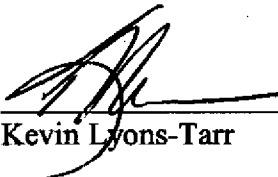
STATE OF WISCONSIN )  
 ) ss.  
COUNTY OF Winnebago )

On this 28 day of <sup>May</sup>~~April~~, 2009, before me, a Notary Public, in and for the county and state aforesaid, appeared **RICHARD J. MORTON**, personally known to be the person whose name is subscribed to the foregoing instrument and acknowledged that he executed said instrument as his free and voluntary act for the uses and purposes therein expressed.

Witness my hand and seal the day and year last above given.

Notary Public, State of Wisconsin  
My commission expires: 11/30/11

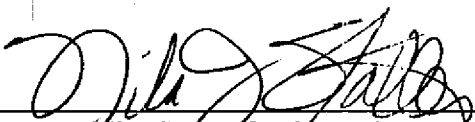
Date: 5.28.09

  
Kevin Lyons-Tarr

STATE OF WISCONSIN )  
 ) ss.  
COUNTY OF Winnebago )

On this 28 day of ~~April~~<sup>May</sup>, 2009, before me, a Notary Public, in and for the county and state aforesaid, appeared **KEVIN LYONS-TARR**, personally known to be the person whose name is subscribed to the foregoing instrument and acknowledged that he executed said instrument as his free and voluntary act for the uses and purposes therein expressed.

Witness my hand and seal the day and year last above given.

  
Notary Public, State of Wisconsin  
My commission expires: 1/30/11

Acknowledged by:

4Imprint, Inc.

By: Daniel Hersh

Date: 5/28/09

Title: VP operation