

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Mark Madeyski	10/02/2009
Thomas Purtell	10/02/2009
<b>RECEIVING PARTY DATA</b>	
Name:	Allstate Insurance Company
Street Address:	2775 Sanders Road
Internal Address:	Suite A2
City:	Northbrook
State/Country:	ILLINOIS
Postal Code:	60062
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12572922
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(312)463-5001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3124635000
Email:	bmackey@bannerwitcoff.com
Correspondent Name:	William J. Allen
Address Line 1:	10 South Wacker Drive
Address Line 2:	Suite 3000
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	006591.00151
NAME OF SUBMITTER:	Willliam J. Allen
Total Attachments: 2 source=Assignment151#page1.tif	

CH \$40.00 12572922

**500979701**

**PATENT**  
**REEL: 023323 FRAME: 0568**



## ASSIGNMENT

WHEREAS, I/we **Mark Madeyski and Thomas Purtell** (ASSIGNORS), am/are the inventors of certain inventions and improvements described in a U.S. patent application and having the title

### VIRTUOUS CYCLE BUSINESS GROWTH

which application was

filed on 10/02/2009 and assigned Application No. 12/572,922; and

WHEREAS,

Allstate Insurance Company  
2775 Sanders Road  
Suite A2  
Northbrook, IL 60062

(ASSIGNEE) desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged,

I hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) the entire right, title and interest in and to said application, inventions and improvements throughout the world and to any and all patents, petty patents and utility model patents which may be granted therefor, and all continuations, continuations-in-part, divisions, reissues, extensions, renewals, and any non-provisional based on a provisional thereof (LETTERS PATENT).

And I covenant that we have full right to convey the entire interest herein assigned, and that I have not executed and will not execute any agreement or do anything in conflict herewith;

And I further covenant and agree that I will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and I agree to communicate to said ASSIGNEE or its NOMINEES all known facts respecting said application, inventions, improvements, and LETTERS PATENT, to testify in any legal proceedings, to sign all lawful papers, and generally to do all things necessary to aid ASSIGNEE or its NOMINEES to obtain and enforce for their own benefit patent protection for said application, inventions and improvements in any and all countries, all at the expense, however, of the ASSIGNEE or its NOMINEES;

And I authorize the ASSIGNEE or its NOMINEES to file in my name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and we authorize and request the Commissioner of Patents and Trademarks of the United States, and any proper official of any country, to issue to said ASSIGNEE or its NOMINEES any and all LETTERS PATENT for said application, inventions and improvements, for their sole use, to the full end of the term for which such LETTERS PATENT may be granted;

And I hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to further identify the patent application to which this assignment pertains, including the filing date and assigned Application No.

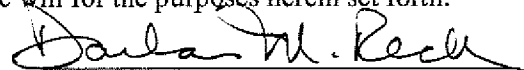
10/2/2009  
Date:

  
Mark Madeyski

State of Illinois )  
County of Cook ) ss:

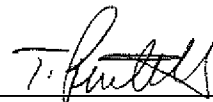
This second day of October 2009, before me personally came the above-named, Mark Madeyski, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



  
Notary Public

My Commission Expires: 5/15/2013

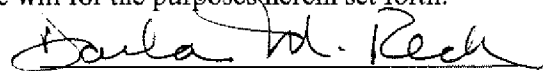
10/2/2009  
Date:

  
Thomas Purtell

State of Illinois )  
County of Cook ) ss:

This second day of October 2009, before me personally came the above-named, Thomas Purtell, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



  
Notary Public

My Commission Expires: 5/15/2013

LAW OFFICES  
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