

## PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Pamela K. Gebhardt</td><td>10/29/2009</td></tr><tr><td>Clarence D. Masshardt, Jr.</td><td>10/29/2009</td></tr><tr><td>Sean D'Esposito</td><td>10/29/2009</td></tr><tr><td>Eric S. Shaw</td><td>10/29/2009</td></tr></tbody></table>		Name	Execution Date	Pamela K. Gebhardt	10/29/2009	Clarence D. Masshardt, Jr.	10/29/2009	Sean D'Esposito	10/29/2009	Eric S. Shaw	10/29/2009
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Eric S. Shaw	10/29/2009										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Marshall &amp; Ilsley Corporation</td></tr><tr><td>Street Address:</td><td>770 North Water Street</td></tr><tr><td>City:</td><td>Milwaukee</td></tr><tr><td>State/Country:</td><td>WISCONSIN</td></tr><tr><td>Postal Code:</td><td>53202</td></tr></table>		Name:	Marshall & Ilsley Corporation	Street Address:	770 North Water Street	City:	Milwaukee	State/Country:	WISCONSIN	Postal Code:	53202
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: (414)298-8097 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Address Line 4: MILWAUKEE, WISCONSIN 53202											
ATTORNEY DOCKET NUMBER:	11053										
NAME OF SUBMITTER:	Leslie S. Miller										
Total Attachments: 5											

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PATENT  
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PATENT

Attorney Docket No: **11053**

For: ☒ U.S. and/or ☐ Foreign Rights

For: ☒ U.S. Application or ☐ U.S. Patent

By: ☒ Inventor(s) or ☐ Present Owner

### ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to each ASSIGNOR identified below of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

Pamela K. Gebhardt

(Type or print name(s) of ASSIGNOR(S))

person(s) or entity(ies)  
who own the invention)

5296 Lynn Road

Greendale, WI 53129

(Address)

U.S.

(Nationality)

inventor(s) or

Clarence D. Masshardt, Jr.

(Type or print name(s) of ASSIGNOR(S))

person(s) or entity(ies)  
who own the invention)

N106 W16505 Old Farm Road

Germantown, WI 53022

(Address)

U.S.

(Nationality)

inventor(s) or

Sean D'Esposito

(Type or print name(s) of ASSIGNOR(S))

person(s) or entity(ies)  
who own the invention)

6020 S. Buckhorn Ave., Unit 105

Cudahy, WI 53110

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(Nationality)

PATENT

REEL: 023444 FRAME: 0703

inventor(s) or Eric S. Shaw  
(Type or print name(s) of ASSIGNOR(S))  
person(s) or entity(ies)  
who own the invention) 1019 Pasadena Parkway  
Waunakee, WI 53597  
(Address)  
U.S.  
(Nationality)

*(If assignment is by person or entity to whom invention was previously assigned  
and this was recorded in PTO add the following)*

Recorded on \_\_\_\_\_  
Reel \_\_\_\_\_  
Frame \_\_\_\_\_

hereby sells, assigns and transfers to

ASSIGNEE: Marshall & Ilsley Corporation ("Assignee")  
770 North Water Street  
Milwaukee, WI 53202

A Wisconsin Corporation  
(Domicile or Nationality)

and the successors, assigns and legal representatives of the ASSIGNEE  
*(complete one of the following)*

- ☒ the entire right, title and interest  
☐ an undivided \_\_\_\_\_ percent ( \_\_\_\_\_ %) interest  
for the United States and its territorial possessions

*(check the following box if foreign rights are also to be assigned)*

☒ and in all foreign countries, including all rights to claim priority,  
in and to any and all improvements which are disclosed in the invention entitled:

SYSTEM FOR INCENTIVIZING FINANCIAL ACCOUNT USERS

*(check and complete (a), (b), (c) or (d))*

and which is found in

(a) ☒ U.S. patent application executed on even date herewith

(b) ☐ U.S. patent application executed on \_\_\_\_\_

☐ To comply with 37 CFR 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney, as named in the Declaration and Power of Attorney I executed for this invention on the execution date stated above, to insert below the filing date and application number when it becomes known.

(c) ☐ U.S. Patent Application No. \_\_\_\_\_ filed on \_\_\_\_\_.

(d) ☐ U.S. patent no. \_\_\_\_\_ issued \_\_\_\_\_

☐ A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

*(also check (e) if foreign application(s) is also being assigned)*

(e) ☐ and any legal equivalent thereof in a foreign country, including the right to claim priority

and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand the date indicated below.

*WARNING: Date of signing must be the same as the date of execution of the application if item (a) was checked above.*

Signature of ASSIGNOR(S)

Pamela K. Gebhardt 10-29-09  
Pamela K. Gebhardt (Date)

Clarence D. Masshardt, Jr. 10-29-09  
Clarence D. Masshardt, Jr. (Date)

Sean D'Esposito 10-29-09  
Sean D'Esposito (Date)

\_\_\_\_\_  
Eric S. Shaw (Date)

IN WITNESS WHEREOF, I/We have hereunto set hand the date indicated below.

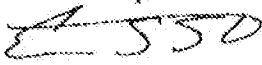
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Signature of ASSIGNOR(S)

\_\_\_\_\_  
Pamela K. Gebhardt (Date)

\_\_\_\_\_  
Clarence D. Masshardt, Jr. (Date)

\_\_\_\_\_  
Sean D'Esposito (Date)

  
\_\_\_\_\_  
Eric S. Shaw (Date)

10-29-09