

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Robert Cameron TAYLOR</td><td>10/30/2009</td></tr><tr><td>Jeffrey J. PILARCIK</td><td>10/30/2009</td></tr><tr><td>Paula M. LEY</td><td>10/30/2009</td></tr></tbody></table>		Name	Execution Date	Robert Cameron TAYLOR	10/30/2009	Jeffrey J. PILARCIK	10/30/2009	Paula M. LEY	10/30/2009		
Name	Execution Date										
Robert Cameron TAYLOR	10/30/2009										
Jeffrey J. PILARCIK	10/30/2009										
Paula M. LEY	10/30/2009										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>JPMorgan Chase Bank, N.A.</td></tr><tr><td>Street Address:</td><td>270 Park Ave</td></tr><tr><td>City:</td><td>New York</td></tr><tr><td>State/Country:</td><td>NEW YORK</td></tr><tr><td>Postal Code:</td><td>10036</td></tr></table>		Name:	JPMorgan Chase Bank, N.A.	Street Address:	270 Park Ave	City:	New York	State/Country:	NEW YORK	Postal Code:	10036
Name:	JPMorgan Chase Bank, N.A.										
Street Address:	270 Park Ave										
City:	New York										
State/Country:	NEW YORK										
Postal Code:	10036										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12619072</td></tr></tbody></table>		Property Type	Number	Application Number:	12619072						
Property Type	Number										
Application Number:	12619072										
CORRESPONDENCE DATA											
Fax Number: (202)778-2201 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 2024192055											
Email: patdcdocket@hunton.com											
Correspondent Name: HUNTON & WILLIAMS LLP INTELLECTUAL PROPE											
Address Line 1: 1900 K STREET, N.W.											
Address Line 2: SUITE 1200											
Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20006-1109											
ATTORNEY DOCKET NUMBER:	47004.000605										
NAME OF SUBMITTER:	Steven L. Wood										
Total Attachments: 4 source=47004605Assignment#page1.tif											

501016211

PATENT
REEL: 023522 FRAME: 0224

CH \$40.00 12619072

source=47004605Assignment#page2.tif
source=47004605Assignment#page3.tif
source=47004605Assignment#page4.tif

ASSIGNMENT

WHEREAS, WE **Robert Cameron Taylor** residing at 5614 Barney Drive, Dublin, Ohio 43016, **Jeffrey J. Pilarcik** residing at 811 Hamlet Street, Columbus, Ohio 43215, and **Paula M. Ley** residing at 3077 Bembridge Road, Columbus, OH 43221 have invented certain new and useful improvements in and to the subject matter of:

SYSTEM AND METHOD FOR GRANTING PROMOTIONAL REWARDS TO BOTH CUSTOMERS AND NON-CUSTOMERS

described in an application for United States Letters Patent being executed simultaneously herewith;

AND, WHEREAS, JPMorgan Chase Bank, N.A., a corporation organized under the laws of the State of New York, having a place of business located at 270 Park Avenue, New York, NY 10036 (hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to the improvements and under the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, receipt of which is hereby acknowledged, I do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, my entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said improvements, said United States application, any other United States applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on said United States application or in whole or in part on said improvements, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said improvements, and in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said improvements or any parts thereof;

AND WE hereby authorize and request my agents, Hunton & Williams LLP, whose address is 1900 K Street, N.W., Suite 1200, Washington, DC 20006-1109, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said application when known.

AND WE hereby agree for myself and my heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced application or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings, or other applications for patents of any region or country, that may be necessary to secure to ASSIGNEE its interest and title in and to said improvements or any parts thereof, and in and to said several patents or any of them;

47004.000605

AND WE hereby covenant for myself and my legal representatives, and agree with said ASSIGNEE, its successors and assigns, that I have granted no right or license to make, use, sell or offer to sell said improvements, to anyone except said ASSIGNEE, that prior to the execution of this deed, my right, title and interest in said improvements had not been otherwise encumbered, and that I have not and will not execute any instrument in conflict therewith;

AND WE do hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent which may be granted upon said United States applications, or upon said improvements or any parts thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

Date 10/30/09

Robert Cameron TAYLOR
Robert Cameron TAYLOR

Witness: John J. [Signature]

Date: 10/30/09

HUNTON & WILLIAMS LLP
INTELLECTUAL PROPERTY DEPARTMENT
1900 K STREET, N.W.
SUITE 1200
WASHINGTON, DC 20006-1109
(202) 955-1500 (TELEPHONE)
(202) 778-2201 (FACSIMILE)

47004.000605

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

10/30/09
Date

Jeffrey J. PILARCIC
Jeffrey J. PILARCIC

Witness: Pat Carroll

Date: 10/30/09

HUNTON & WILLIAMS LLP
INTELLECTUAL PROPERTY DEPARTMENT
1900 K STREET, N.W.
SUITE 1200
WASHINGTON, DC 20006-1109
(202) 955-1500 (TELEPHONE)
(202) 778-2201 (FACSIMILE)

47004.000605

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

10/30/09
Date

Paula M. Ley
Paula M. LEY

Witness: R. H. C. R.

Date: 10/30/09

HUNTON & WILLIAMS LLP
INTELLECTUAL PROPERTY DEPARTMENT
1900 K STREET, N.W.
SUITE 1200
WASHINGTON, DC 20006-1109
(202) 955-1500 (TELEPHONE)
(202) 778-2201 (FACSIMILE)