

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Guy L. McClung III	10/25/2007
RECEIVING PARTY DATA	
Name:	AUCTNYC 13 LLC
Street Address:	2711 Centerville Road
Internal Address:	Suite 400
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12581598
CORRESPONDENCE DATA	
Fax Number:	(608)258-4258
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	608 258-4263
Email:	madisonipdocketing@foley.com
Correspondent Name:	Callie M. Bell
Address Line 1:	Foley & Lardner LLP
Address Line 2:	150 East Gilman Street
Address Line 4:	Madison, WISCONSIN 53703
ATTORNEY DOCKET NUMBER:	088245-3789
NAME OF SUBMITTER:	Callie M. Bell

OP \$40.00 12581598

Total Attachments: 3
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**PATENT
 REEL: 023527 FRAME: 0882**

Schedule A

ASSIGNMENT OF PATENTS

This Assignment of Patents ("Assignment") is made and entered into on this 25th day of October 2007, by and between:

Guy L. McClung, III, an individual, with a principal place of business at 5315-B FM 1960 Road West, #114, Houston, TX 77069 ("ASSIGNOR"); and

business at Auctnyc 13 LLC, a Delaware LLC, with a principal place of business at 2711 Centerville Road, Suite 400 ("ASSIGNEE").
Wilmington, DE 19808

WHEREAS, ASSIGNOR has agreed to assign and transfer to ASSIGNEE all right, title and interest in and to the Assigned Patents (as defined below).

NOW, THEREFORE, in consideration of the sum of one hundred dollars (US\$100.00), the agreements related to this Assignment, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR, intending to be legally bound, and upon the terms set forth herein, agrees as follows:

ASSIGNOR does hereby irrevocably assign, sell, transfer and set over to ASSIGNEE its entire right, title and interest in, to and under the patents and patent applications set forth on Attachment A attached hereto, including all rights pursuant to 35 U.S.C. § 154 any and all letters patents issuing from any continuing, divisional and continuation-in-part applications; any requests for continuing examination, substitutions, reissues, extensions, renewals and reexaminations of any of the foregoing; all inventions and discoveries described in any of the foregoing; and all rights to apply in any country for any foreign counterpart, certification of invention or other governmental grant or issuance corresponding to any of the foregoing throughout the world (collectively, the "Assigned Patents"), including any and all past, present and future causes of action and other enforcement actions (including, without limitation, for injunctive remedies and relief) and rights to damages and profits, due or accrued, relating to any of the foregoing, including the right to sue and recover for, and the right to profits and damages, due or accrued, arising out of or in connection with, any and all past, present or future infringements or dilutions. The assignment of the Assigned Patents includes all documents related to the conception, diligence and reduction to practice of the inventions disclosed in the Assigned Patents and all domestic and international patent filing documents.

The terms and conditions of this Assignment will inure to the benefit of ASSIGNEE, its successors, assigns and other legal representatives and will be binding upon ASSIGNOR, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment of Patents to be executed by its duly authorized representative on the date set forth below.

ASSIGNOR:

Entity Name (if applicable):

By:

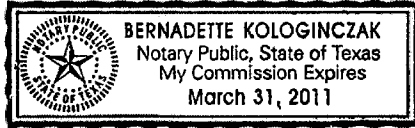
Printed Name: GUY L. McCLUNG III
Title (if applicable):

" OCT 25 "

On this 19th day of JUNE, 2007 before me, a Notary Public, appeared GUY L. McCLUNG III, who is personally known to me or proved to me on the basis of satisfactory evidence to be the same person whose name is subscribed to this Assignment document.

Witness my hand and official seal:

Bernadette Kologinczak
Notary Public



ATTACHMENT A

<u>Jurisdiction</u>	<u>Title</u>	<u>Appl. Number</u>	<u>Filing Date</u>	<u>Issue No.</u>	<u>Issue Date</u>
US	Improvements to Business System	09/375,451	8.17.1999	7,107,225	9.12.2006
US	Business Systems with Price Guarantee and Display	11/100,343	4.6.2005		
US	Price Guarantee Methods & Systems	11/518,552	9.8.2005		
US		10/752,066	1.6.2004		
US		10/896,643	7.22.2004		
US		09/637,293	8.11.2000		
US		09/506,718	2.18.2000		
WO	Improved Business Systems	PCT/US00/22406	8.15.2000		
AU	Improved Business Systems	2000000069088	8.15.2000		

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