

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Concept Shopping, Inc.	03/15/2010
RECEIVING PARTY DATA	
Name:	DS-IQ, Inc.
Street Address:	15831 NE 8th Street
City:	Bellevue
State/Country:	WASHINGTON
Postal Code:	98008
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	6389401
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 4:	Santa Calra, CALIFORNIA 95050
ATTORNEY DOCKET NUMBER:	18477-000500US
NAME OF SUBMITTER:	Gary T. Aka
Total Attachments: 3 source=20100315_DS-IQ_Concept_Shopping_Assignment#page1.tif source=20100315_DS-IQ_Concept_Shopping_Assignment#page2.tif source=20100315_DS-IQ_Concept_Shopping_Assignment#page3.tif	

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ASSIGNMENT OF PATENTS

WHEREAS, Concept Shopping, Inc., a Delaware corporation having a place of business at 901 Warrenville Rd., Suite 104, Lisle, IL 60532 ("*Assignor*"), is the sole and exclusive owner of each of the patents and patent applications listed in *Annex A* attached hereto and incorporated herein by reference (all of such patents and patent applications are herein referred to as the "*Patents*"); and

WHEREAS, DS-IQ, Inc., a Washington corporation having a place of business at 15831 NE 8th Street, Bellevue, WA 98008 ("*Assignee*"), desires to acquire the entire right, title and interest in and to each of the Patents.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by Assignor, Assignor does hereby sell, transfer, convey, assign and deliver to Assignee the Assignor's entire right, title and interest in and to the Patents, and any and all continuations, continuations-in-part, divisions, provisionals, reissues, reexaminations or any extensions thereof; and the inventions claimed therein, the right to file foreign applications directly in the name of the Assignee and to claim priority rights deriving from any Patent to which foreign applications are entitled by virtue of international convention, treaty or otherwise, and all rights and causes of action for past, present or future infringement of any of the foregoing, the same to be held and enjoyed by Assignee and its successors and assigns entirely as if the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

Assignor hereby covenants that no sale, assignment, agreement or encumbrance has been or will be made or entered into that would conflict with this Assignment of Patents.

This Assignment of Patents shall inure to the benefit of and be binding upon Assignee and Assignor and their respective successors and assigns.

Assignor agrees to execute all instruments and documents and do such additional acts as Assignee may reasonably deem necessary or desirable to effect, evidence, record and perfect the sale, transfer, assignment and recordation of the rights being assigned hereunder.

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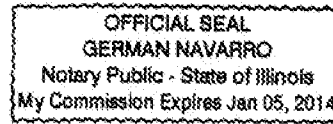
IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment of Patents as of this 15th day of March, 2010.

CONCEPT SHOPPING, INC.

By: [Signature]
Name: Joseph R. Battoe
Title: President & CEO

SUBSCRIBED AND SWORN to before me this 15 day of March, 2010.

[Signature]
Print Name: German Navarro
NOTARY PUBLIC in and for the State of
Illinois, residing at DuPage
My Commission Expires: January 5, 2014



Annex A
List of Patents and Patent Applications

PATENTS

<u>Title</u>	<u>Date Issued</u>	<u>Patent No.</u>
Method and system for distributing and reconciling electronic promotions	28-Dec-99	6,009,411
Method and system for distributing and reconciling electronic promotions	11-Dec-01	6,330,543
System and method for inverted promotions	14-May-02	6,389,401
Method and system for distributing and reconciling electronic promotions	30-Aug-05	6,937,995
System and method for inverted promotions	29-May-07	7,225,143
Techniques for optimizing promotion delivery	23-Jun-09	7,552,069

PATENT APPLICATIONS

<u>Title</u>	<u>Application Date</u>	<u>Application Number</u>
System and method for inverted promotions	09-June-03	10/458,029
Use of limited identification information on point-of-sale systems	12-Feb-04	10/778,918
Techniques for using loyalty cards and redeeming accumulated value	12-Feb-04	10/778,611
Targeted, Deferred Redemption Coupon System	07-Oct-09	12/575,208