

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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| <b>SUBMISSION TYPE:</b>  | NEW ASSIGNMENT                  |
| <b>NATURE OF CONVEYANCE:</b>   | ASSIGNMENT                      |
| <b>CONVEYING PARTY DATA</b>  |                                 |
| <b>Name</b>  | <b>Execution Date</b>           |
| Concept Shopping, Inc.   | 03/15/2010                      |
| <b>RECEIVING PARTY DATA</b>  |                                 |
| <b>Name:</b>   | DS-IQ, Inc.                     |
| <b>Street Address:</b>   | 15831 NE 8th Street             |
| <b>City:</b>   | Bellevue                        |
| <b>State/Country:</b>  | WASHINGTON                      |
| <b>Postal Code:</b>  | 98008                           |
| <b>PROPERTY NUMBERS Total: 1</b>   |                                 |
| <b>Property Type</b>   | <b>Number</b>                   |
| Patent Number:   | 6389401                         |
| <b>CORRESPONDENCE DATA</b>   |                                 |
| <b>Fax Number:</b>   | (408)608-1599                   |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>   |                                 |
| <b>Phone:</b>  | 408-868-4088                    |
| <b>Email:</b>  | diane@akachanlaw.com            |
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| <b>Address Line 1:</b>   | 900 Lafayette Street, Suite 710 |
| <b>Address Line 4:</b>   | Santa Calra, CALIFORNIA 95050   |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 18477-000500US                  |
| <b>NAME OF SUBMITTER:</b>  | Gary T. Aka                     |
| <b>Total Attachments: 3</b><br>source=20100315_DS-IQ_Concept_Shopping_Assignment#page1.tif<br>source=20100315_DS-IQ_Concept_Shopping_Assignment#page2.tif<br>source=20100315_DS-IQ_Concept_Shopping_Assignment#page3.tif |                                 |

OP \$40.00 6389401

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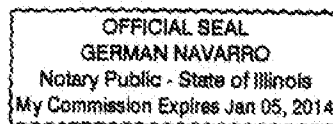
IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment of Patents as of this 15<sup>th</sup> day of March, 2010.

**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                |