

# 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>
Mark C. Bloomfield	04/20/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	IP Investments Holding LLC
<b>Street Address:</b>	P.O. Box 2945
<b>City:</b>	Ponte Vedra
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	32004
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	12704184
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(404)870-2405
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	(404) 888-7412
<b>Email:</b>	fhedgepeth@wcsr.com
<b>Correspondent Name:</b>	John J. Timar
<b>Address Line 1:</b>	271 17th Street, NW
<b>Address Line 2:</b>	Suite 2400
<b>Address Line 4:</b>	Atlanta, GEORGIA 30363-1017
<b>ATTORNEY DOCKET NUMBER:</b>	I106 1011.3
<b>NAME OF SUBMITTER:</b>	John J. Timar
<b>Total Attachments: 3</b> source=I106_1011_3_Assignment of Bloomfield#page1.tif source=I106_1011_3_Assignment of Bloomfield#page2.tif source=I106_1011_3_Assignment of Bloomfield#page3.tif	

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**PATENT**  
**REEL: 024273 FRAME: 0401**

## PATENT AND INVENTION ASSIGNMENT

WHEREAS, the undersigned:

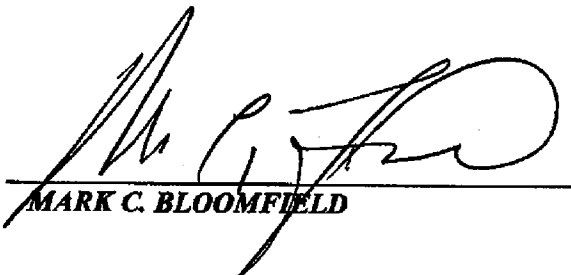
**Mark C. Bloomfield**, a citizen of the United States of America, residing at 697 Ponte Vedra Blvd., Ponte Vedra, Florida 32082, (hereinafter collectively referred to as "Assignor") has invented certain inventions and improvements disclosed in a non-provisional application for Letters Patent entitled **METHODS AND SYSTEMS FOR ELECTRONIC COMMERCE FACILITY CLIENT-BASED PRESENTATION OFFER MANAGEMENT**, which application was filed in the United States Patent and Trademark Office on February 11, 2010, under application Serial No. 12/704,184;

WHEREAS, it is agreed that **IP Investments Holding LLC**, P.O. Box 2945, Ponte Vedra, FL 32004, a Limited Liability Corporation of the State of Florida, is entitled to or is desirous of acquiring all right, title and interest related to the same;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, by these presents, does sell, assign and transfer unto **IP Investments Holding LLC**, the full, exclusive and entire right, title and interest: (i) in and to all inventions and improvements disclosed and described in said application, (ii) in and to said application, (iii) in and to all divisional, continuation, and continuation-in-part applications describing in whole or in part the said inventions and improvements, preparatory to obtaining Patents of the United States therefor, (iv) in and to all patents of the United States which may be granted on the foregoing and all reissues and extensions thereof, (v) in and to any provisional patent applications filed in the United States describing in whole or in part the said inventions and improvements, from which priority has been or may be claimed under Title 35 of the United States Code, and (vi) in and to the right to claim any applicable foreign and domestic priority rights arising from any of the aforementioned patent applications; and Assignor does hereby request the Commissioner of Patents to issue any and all Patents of the United States resulting from said application, or from a division, continuation, continuation-in-part, or reissue thereof, to **IP Investments Holding LLC** as Assignee, for its interest and for the sole use and behoof of **IP Investments Holding LLC** and its assigns and legal representatives;

For the same consideration, Assignor, by these presents does sell, assign and transfer to **IP Investments Holding LLC** the full, exclusive and entire right, title and interest: in and to any and all applications for industrial property protection, including without limitation, all applications for patents, utility models, inventors' certificates and designs, (the "Foreign Applications") filed or which are hereafter filed in countries foreign to the United States and describing in whole or in part the said inventions and improvements, in and to any Patents and similar protective rights granted on said Foreign Applications, and in and to the right to file such applications and the right to claim any applicable priority rights arising from or required for said Foreign Applications under the terms of any applicable conventions, treaties, statutes, or regulations; said Foreign Applications to be filed and issued in the name of **IP Investments Holding LLC** or its respective designees, insofar as permitted by applicable law;

AND, for the same consideration, Assignor agrees to communicate to the said **IP Investments Holding LLC**, its successors, legal representatives and assigns, any facts known to Assignor respecting said invention, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid **IP Investments Holding LLC**, its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.



MARK C. BLOOMFIELD

ACCEPTED AND ACKNOWLEDGED  
BY ASSIGNEE:  
**IP INVESTMENTS HOLDING, LLC**

By: 

Name: MARK BLOOMFIELD

Title: MAN

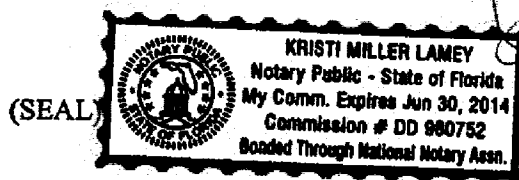
Date: 4/20/10

**Attestation for Mark C. Bloomfield**

STATE OF Florida  
COUNTY OF Duval

Before me, a Notary Public in and for the County and State aforesaid, on this 20 day of April, 2010, personally appeared Mark C. Bloomfield, known to me to be the same person whose name is subscribed to the foregoing Patent and Invention Assignment, who being duly sworn acknowledged that he signed, sealed and delivered the said Patent and Invention Assignment as his free and voluntary act for the uses and purposes therein set forth.

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



Kristi Miller Lamey  
NOTARY PUBLIC

My Commission Expires: June 30, 2014