

RECORDATION FORM COVER SHEET

PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):
SILICON VALLEY BANK
3003 TASMAN DRIVE
SANTA CLARA, CA. 95054

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date: **April 28, 2010**

- Assignment
 - Security Agreement
 - Joint Research Agreement
 - Government Interest Assignment
 - Executive Order 9424, Confirmatory License
 - Other: **Release**
- Merger
 - Change of Name

2. Name and address of receiving party(ies):

Name: **Mypoints.com, Inc.**

Internal Address:

Street Address: **525 Market Street, 34th Floor**

City: **San Francisco**

State: **CA**

Country: **USA** Zip: **94105**

Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)
11416593 11691923 11828203
11416661 11740359 11832013
11417088 11770994 12108115
11459900 11782340 12108146
11691233 11782417 12108149

B. Patent No.(s)
5794210 7685231
5855008 7627572
7240022
7613742
7689606

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **UCC Direct**

Internal Address: **Attn: 14080632**

Street Address: **187 Wolf Road, Suite 101**

City: **Albany**

State: **NY** Zip: **12205**

Phone Number: **1-800-342-3676 X 4065**

Fax Number: **1-800-962-7049**

Email Address: **cls-udsalbany@wolterskluwer.com**

6. Total number of applications and patents involved: **22**

7. Total fee (37 CFR 1.21 (h) & 3.41) **\$880.00**

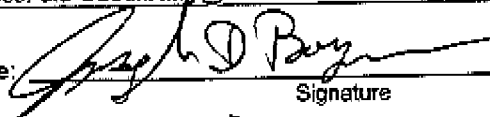
- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment information

a. Credit Card	Last 4 Numbers 5683
	Expiration Date 10/10

b. Deposit Account Number
Authorized User Name

9. Signature:



Signature

5/3/10

Date

Joseph D Borgman

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

OP \$880.00 11416593

**RELEASE OF SECURITY AGREEMENT COVERING
INTERESTS IN PATENTS**

Silicon Valley Bank ("Secured Party"), hereby releases its security interest in the interests of **Mypoints.com, Inc.** ("Assignor") in the **patented** works set forth in that certain **Intellectual Property Security Agreement** dated **08/11/2008**, executed by Assignor in favor of Secured Party recorded with the United States Department of Commerce, Patent and Trademark Office on **08/13/2008**, Reel **021380**, Frame **0495**.

Dated: **April 28, 2010**
SILICON VALLEY BANK

By:

Name:

Title:


Margaret Fujii
Operations Manager



United States Patent and Trademark Office

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Patent Assignment Details

**NOTE: Results display only for issued patents and published applications.
For pending or abandoned applications please consult USPTO staff.**

Reel/Frame: 021380/0495

Pages: 8

Recorded: 08/13/2008

Attorney Dkt #: 2073414-000333626

Conveyance: SECURITY AGREEMENT

Total properties: 22

1	Patent #: 5794210 Title: ATTENTION BROKERAGE	Issue Dt: 08/11/1998	Application #: 08570510	Filing Dt: 12/11/1995
2	Patent #: 5855008 Title: ATTENTION BROKERAGE	Issue Dt: 12/29/1998	Application #: 08919444	Filing Dt: 08/28/1997
3	Patent #: 7240022 Title: DEMOGRAPHIC INFORMATION GATHERING AND INCENTIVE AWARD SYSTEM AND METHOD	Issue Dt: 07/03/2007	Application #: 09080946	Filing Dt: 05/19/1998
4	Patent #: NONE Publication #: US20070271315 Title: Robust silo based system architecture	Issue Dt: Pub Dt: 11/22/2007	Application #: 11416593	Filing Dt: 05/02/2006
5	Patent #: 7613742 Publication #: US20070260696 Title: SYSTEM AND METHOD FOR PROVIDING THREE-WAY FAILOVER FOR A TRANSACTIONAL DATABASE	Issue Dt: 11/03/2009 Pub Dt: 11/08/2007	Application #: 11416653	Filing Dt: 05/02/2006
6	Patent #: NONE Publication #: US20070288466 Title: System and method for evenly distributing data across a distributed member architecture utilizing a home silo	Issue Dt: Pub Dt: 12/13/2007	Application #: 11416661	Filing Dt: 05/02/2006
7	Patent #: 7689606 Publication #: US20070260692 Title: SYSTEM AND METHOD OF EFFICIENTLY GENERATING AND SENDING BULK EMAILS	Issue Dt: 03/30/2010 Pub Dt: 11/08/2007	Application #: 11416687	Filing Dt: 05/02/2006
8	Patent #: NONE Publication #: US20070260641 Title: Real-time aggregate counting in a distributed system architecture	Issue Dt: Pub Dt: 11/08/2007	Application #: 11417086	Filing Dt: 05/02/2006
9	Patent #: NONE Publication #: US20080028446 Title: SYSTEM AND METHOD OF EFFICIENT E-MAIL LINK EXPIRATION	Issue Dt: Pub Dt: 01/31/2008	Application #: 11459900	Filing Dt: 07/26/2006
10	Patent #: NONE Publication #: US20080071747 Title: Target Query System and Method	Issue Dt: Pub Dt: 03/20/2008	Application #: 11691233	Filing Dt: 03/26/2007
11	Patent #: NONE Publication #: US20070260611 Title: METHOD FOR PROVIDING THE APPEARANCE OF A SINGLE DATA REPOSITORY FOR QUERIES INITIATED IN A SYSTEM INCORPORATING DISTRIBUTED MEMBER SERVER GROUPS	Issue Dt: Pub Dt: 11/08/2007	Application #: 11691923	Filing Dt: 03/27/2007
12	Patent #: 7685231 Publication #: US20080250148 Title: NEW MEMBER ACTIVATION	Issue Dt: 03/23/2010 Pub Dt: 10/09/2008	Application #: 11696545	Filing Dt: 04/04/2007

USPTO Assignments on the Web

13	Patent #: NONE Publication #: US20070282922 Title: System and Method for Associating Threads with an Account Statement to Provide Access to a Set of Transactions	Issue Dt: Pub Dt: 12/06/2007	Application #: 11740359	Filing Dt: 04/26/2007
14	Patent #: 7627572 Publication #: US20080275916 Title: RULE-BASED DRY RUN METHODOLOGY IN AN INFORMATION MANAGEMENT SYSTEM	Issue Dt: 12/01/2009 Pub Dt: 11/06/2008	Application #: 11752799	Filing Dt: 05/23/2007
15	Patent #: NONE Publication #: US20070265920 Title: DEMOGRAPHIC INFORMATION GATHERING AND INCENTIVE AWARD SYSTEM AND METHOD	Issue Dt: Pub Dt: 11/15/2007	Application #: 11770994	Filing Dt: 06/29/2007
16	Patent #: NONE Publication #: US20080027951 Title: Method of Efficient Target Query Selection Ranging	Issue Dt: Pub Dt: 01/31/2008	Application #: 11782340	Filing Dt: 07/24/2007
17	Patent #: NONE Publication #: US20090019003 Title: Method for Refining and Selecting Data Repository Members	Issue Dt: Pub Dt: 01/15/2009	Application #: 11782417	Filing Dt: 07/24/2007
18	Patent #: NONE Publication #: US20080034432 Title: SYSTEM AND METHOD OF SPAM PROOF E-MAIL BOUNCE TRACKING	Issue Dt: Pub Dt: 02/07/2008	Application #: 11828203	Filing Dt: 07/25/2007
19	Patent #: NONE Publication #: US20080288863 Title: SYSTEM AND METHOD OF PERSONALIZING WEB PAGES BY PRE-FETCHING SUBSETS OF INDIVIDUAL MEMBER DATA	Issue Dt: Pub Dt: 11/20/2008	Application #: 11832013	Filing Dt: 08/01/2007
20	Patent #: NONE Publication #: US20090327026 Title: Method for Providing Custom Profile Analysis In a Demographic Information System	Issue Dt: Pub Dt: 12/31/2009	Application #: 12108115	Filing Dt: 04/23/2008
21	Patent #: NONE Publication #: US20080201231 Title: System and Method for Tracking User Activity In an Incentive Award System	Issue Dt: Pub Dt: 08/21/2008	Application #: 12108146	Filing Dt: 04/23/2008
22	Patent #: NONE Publication #: US20080201472 Title: System and Method for Generating Personalized Offers Through an Information Gathering System	Issue Dt: Pub Dt: 08/21/2008	Application #: 12108149	Filing Dt: 04/23/2008

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Exec Dt: 08/11/2008

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