

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Mark Carlson</td> <td>05/18/2010</td> </tr> <tr> <td>Patrick Stan</td> <td>05/16/2010</td> </tr> <tr> <td>Patrick Faith</td> <td>07/12/2010</td> </tr> <tr> <td>Ayman Hammad</td> <td>05/13/2010</td> </tr> <tr> <td>Ben Rewis</td> <td>07/02/2010</td> </tr> </tbody> </table>		Name	Execution Date	Mark Carlson	05/18/2010	Patrick Stan	05/16/2010	Patrick Faith	07/12/2010	Ayman Hammad	05/13/2010	Ben Rewis	07/02/2010
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<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Visa International Service Association</td> </tr> <tr> <td>Street Address:</td> <td>P.O. Box 8999</td> </tr> <tr> <td>City:</td> <td>San Francisco</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94128</td> </tr> </table>		Name:	Visa International Service Association	Street Address:	P.O. Box 8999	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94128		
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<b>PROPERTY NUMBERS Total: 1</b>													
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (415)576-0300  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 415-576-0200</p> <p>Email: docket@townsend.com</p> <p>Correspondent Name: Townsend and Townsend and Crew LLP</p> <p>Address Line 1: Two Embarcadero Center, Eighth Floor</p> <p>Address Line 4: San Francisco, CALIFORNIA 94111-3834</p>													
ATTORNEY DOCKET NUMBER:	016222-048040US												
NAME OF SUBMITTER:	Preetam B. Pagar												

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**PATENT**  
**REEL: 024748 FRAME: 0378**

Total Attachments: 5

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ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Mark Carlson of 153 Miramontes Avenue, Half Moon Bay, CA 94019; Patrick Stan of 10 Driftwood Court, Pacifica, CA 94044; Patrick Faith of 2810 Jones Gate Court, Pleasanton, CA 94566; Ayman Hammad of 6981 Corte Mercado, Pleasanton, CA 94566; and Ben Rewis of 6475 Thorndale Drive, Oakland, CA 94611, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention:           MERCHANT ALERT BASED SYSTEM AND METHOD  
INCLUDING CUSTOMER PRESENCE NOTIFICATION

Date(s) of execution of Declaration:

Filing Date:               April 26, 2010

Application No.:           12/767,694; and

WHEREAS, Visa International Service Association, a corporation of the state of Delaware, located at P.O. Box 8999, San Francisco, CA 94128, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignor, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 5/18/10

  
Mark Carlson

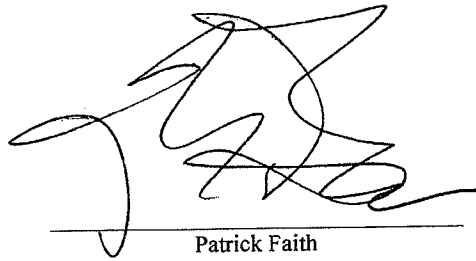
Dated: \_\_\_\_\_

\_\_\_\_\_  
Patrick Stan



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Attorney Docket No.: 016222-048040US  
Client Reference No.: P-40514US2  
Page 2

Dated: July 12<sup>th</sup>, 2010

  
\_\_\_\_\_  
Patrick Faith

Dated: \_\_\_\_\_

\_\_\_\_\_  
Ayman Hammad

Dated: \_\_\_\_\_

\_\_\_\_\_  
Ben Rewis

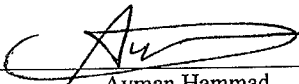
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\_\_\_\_\_  
Patrick Faith

Dated: \_\_\_\_\_

\_\_\_\_\_  
Ayman Hammad

Dated: 7/2/10

Ben Rewis  
Ben Rewis

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