PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: CHANGE OF NAME

CONVEYING PARTY DATA

Name	Execution Date
First USA Bank, National Association	09/30/2002

RECEIVING PARTY DATA

Name:	Bank One, Delaware, National Association	
Street Address: 201 North Walnut Street		
Internal Address:	Three Christina Center	
City: Wilmington State/Country: DELAWARE		
		Postal Code:

PROPERTY NUMBERS Total: 1

Property Type	Number	
Application Number:	09688694	

CORRESPONDENCE DATA

Fax Number: (202)778-2201

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2024192055
Email: sloftis@hunton.com

Correspondent Name: HUNTON & WILLIAMS LLP INTELLECTUAL PROPE

Address Line 1: 1900 K STREET, N.W.

Address Line 2: SUITE 1200

Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20006-1109

ATTORNEY DOCKET NUMBER: 47004.000062

NAME OF SUBMITTER: Yisun Song

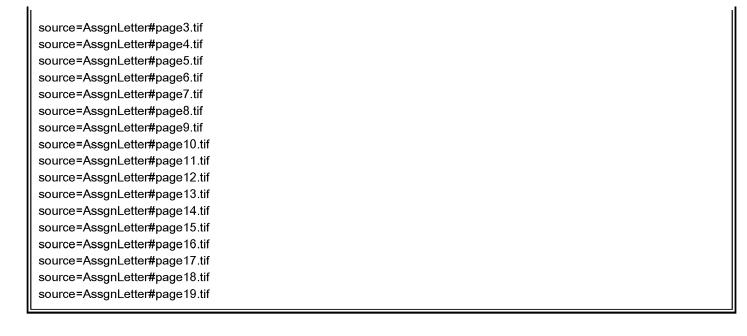
Total Attachments: 19

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PATENT REEL: 024768 FRAME: 0306 00 096886

CH \$40.00



First USA Bank. NA
Three Christina Centre
201 North Walnut Street
Wilmington, DE 19801
Tel (302) 282-3012
Fax (302) 282-8361
LynnGoldstein@FirstUSA.com

Lyan A. Goldstein General Counsel, DE1-1054

FIRST USA.

October 4, 2002

VIA UPS

Mr. Richard T. Erb Licensing Manager Large Bank Licensing Office of the Comptroller of the Currency 250 E Street, SW Washington, DC 20219

Re; First USA Bank, National Association – Notice of Name Change and Amendment to Articles of Association

Dear Mr. Erb:

Please be advised that effective September 30, 2002, First USA Bank, National Association, a national banking association with its principal office in Wilmington, Delaware, Charter Number 23649, changed its name and corporate title from First USA Bank, National Association to Bank One, Delaware, National Association.

This name change was effected through the amendment to the Articles of Association of the Bank pursuant to 12 USC Section 21a. Enclosed herewith is a copy of the amendment to the Articles certified with respect to shareholder approval.

Please do not hesitate to contact me should you have any questions in connection with this matter.

Sincerely,

Lynn A. Goldstein

Secretary

cc: Edward B. Pollock, Office of the Comptroller of the Currency

Charles F. Andrews

symagoldstein

LAG/ Enclosure

FIRST USA BANK, NATIONAL ASSOCATION SECRETARY'S CERTIFIATE

The undersigned, Lynn A. Goldstein, Senior Vice President and Secretary of First USA Bank, National Association, a national banking association with its principal office located in Wilmington, Delaware (the "Bank"), hereby certifies that:

- She is the duty elected Secretary of the Bank and, serving in that capacity, is authorized to issue and deliver the within Certificate.
- Pursuant to the provisions of 12 USC Section 21a, upon its waiver of written notice, the sole shareholder of the Bank, by written consent dated September 30, 2002, adopted the following resolution amending Article First of the Articles of Association of the Bank.

BE IT RESOLVED that Article First of the Articles of Association of the Bank shall be and is hereby amended to read in its entirety as follows:

FIRST: The Title of this Association shall be Bank One, Delaware, National Association.

 The foregoing resolution is presently in full force and effect and has not been revoked or rescinded as of the date hereof.

IN WITNESS WHEREOF, I have hereupon executed this Certificate and set the seal of this Bank this 4th day of October 2002.

Lynn A. Goldstein

Secretary

First USA Bank, National Association



Comptroller of the Currency Administrator of National Banks

Weshington, D.C. 20219
CERTIFICATE OF CORPORATE EXISTENCE

I, John D. Hawke, Jr., Comptroller of the Currency, do hereby certify that:

- 1. The Comptroller of the Currency, pursuant to Revised Statutes 324, et seq., as amended, 12 U.S.C. 1, et seq., as amended, has possession, custody and control of all records pertaining to the chartering of all National Banking Associations.
- 2. "Bank One, Delaware, National Association," Wilmington, Delaware, (Charter No. 17762) is a National Banking Association formed under the laws of the United States and is authorized thereunder to transact the business of banking on the date of this Certificate.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name and caused my seal of office to be affixed to these presents at the Treasury Department in the City of Washington and District of Columbia, this Monday, October 21, 2002.

John D. Lawke. J.

Comptroller of the Currency





UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

MAY 05, 2004

PTAS

HUNTON & WILLIAMS LLP THOMAS J. SCOTT, JR. INTELLECTUAL PROPERTY DEPARTMENT 1900 K STREET, N.W., SUITE 1200 WASHINGTON, DC 20006-1109

> UNITED STATES PATENT AND TRADEMARK OFFICE NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 10/07/2003

REEL/FRAME: 014574/0106

NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

BUDISCHAK, ELISSA

DOC DATE: 12/06/2000

ASSIGNEE:

FIRST USA BANK, NA 201 NORTH WALNUT STREET THREE CHRISTINA CENTRE WILMINGTON, DELAWARE 19801

SERIAL NUMBER: 09688694

PATENT NUMBER:

FILING DATE: 10/17/2000

ISSUE DATE:

P.O. Box 1450, Alexandria, Virginia 22313-1450 - www.uspto.gov

014574/0106 PAGE 2

SHARON LATIMER, EXAMINER ASSIGNMENT DIVISION OFFICE OF PUBLIC RECORDS

1	ATTORNEY DOCKET No.: 47004.000062			
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•		AIL STOP ASSIGNMENT RECORDATION SERVICES	10-14-2003	
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Ī	1.	Name of Conveying Party(ies): 007 0 7 2	102573660	
		Elissa BUDISCHAK		
		Additional name(s) of conveying p	party(ies) attached?	
I	2.	Name and Address of Party(ies) receiving an interest		
		Name: First USA Bank, NA	Name:	
	i	Address: Three Christina Centre	Address:	
1	l	201 North Walnut Street Wilmington, DE 19801		
1	ĺ	Country: USA	Country:	
1	ĺ	Additional name(s) and addre		
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	<i>J</i> .	Assignment Merger	Change of Name	
1	ĺ	Verified Translation Security A		
	Ex	xecution Date: December 6, 2000		
ł	4.	Application number(s) or patent number(s):		
1	4.	Application number(s) or patent number(s). If this document is being filed together with a new	v application, the execution date(s) of the application is:	
1	ĺ	A. Patent Application No(s).:	B. Patent No(s).:	
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,		Others on additional shee		
	5.			
	ĺ	concerning document should be mailed: Thomas J. Scott, Jr.	Application(s):	
	ĺ	Thomas J. Scott, Jr. Intellectual Property Department	= Total:	
	ĺ	Hunton & Williams LLP		
	ĺ	1900 K Street, N.W.; Suite 1200	7. Total Fee (37 C.F.R. § 3.41) \$ 40 Enclosed	
1	Ĺ	Suite 1200 Washington, DC 20006-1109	Authorized to be charged to Deposit Account	
	ĺ	(202) 955-1500 (telephone)		
	1 1	(202) 778-2201 (facs mile)	8. Deposit Account No.: 50-0206 (Duplicate copy of this sheet attached)	
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* -	9.	Statement and Signature	1	
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1	i	the original document.		
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I	·	Yisun Song	October 7, 2003 Date	
	ļ	Name of Person Signing	Signature	
			U	
	Total number of pages including cover sheet, attachments, and document:			
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ASSIGNMENT

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WHEREAS, Christopher R. LEFEBVRE, a citizen of the United States of America, residing at 402 Kelleher Drive, Landenberg, PA 19350; Christopher James KONEN, Sr., a citizen of the United States of America, residing at 700 Partridge Court, Hockessin, DE 19707; Matthew Joseph KEANE, a citizen of the United States of America, residing at 26 Wellesley Way, Medford, NJ 08055; and Elissa BUDISCHAK, a citizen of the United States of America, residing at 209 North Pembrey Drive, Wilmington, DE 19803; (hereinafter "Assignors"), have made an invention entitled

METHOD AND SYSTEM FOR RETAINING CUSTOMER LOYALTY

described in the application for United States Letters Patent filed October 17, 2000, assigned

U.S. Serial No. 09/688,694;

WHEREAS, First USA Bank, NA (hereinafter "Assignee"), having a place of business at Three Christina Centre, 201 North Walnut Street, Wilmington, Delaware 19801, is desirous of acquiring the entire right, title and interest in and to the aforesaid invention, application and all Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted therefor;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said assignor, by these presents do sell, assign and transfer unto Assignee, its successors, legal representatives and assigns, the full and exclusive right in and to the said invention as described in the said application, and in and to any Letters Patent of the United States or any foreign country,

Nov-02-2000 02:52pm

From-HUNTON AND

including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted therefor and all rights to claim priority on the basis of said application;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks or any other proper officer or agency of any country to issue all said Letters Patent to said Assignee;

AND WE HEREBY warrant and covenant that we have the full right to convey the entire interest herein assigned and that we have not executed and will not execute any instrument or assignment in conflict herewith;

AND WE HEREBY agree to communicate to said Assignee or its representatives any facts known to us respecting said invention, to execute all divisional, continuation, reissue, reexamination, extension, substitute and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to said invention, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors, legal representatives or assigns, and to testify in any judicial or administrative proceeding and generally do everything possible to aid the said Assignee to obtain and enforce said Letters Patent in the United States or any foreign country when requested so to do by said Assignee.

-2-

REEL: 024768 FRAME: 0316

Signature of Inventor: Inventor's Name: Inventor's Address:

Date of Execution:

M--

Elissa Budischak Budischak

Elissa BUDISCHAK 209 North Pembrey Drive Wilmington, DE 19803

11/20/00 12/6/00

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

COUNTY OF)
) ss
STATE OF	}

On this day of Occasion, 2000, before me a Notary Public in and for the County and State aforesaid, personally appeared Elissa BUDISCHAK, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL)

Notary Public

My commission Expires: NA

Pelane Attorny at Law DE Ser #2570

-6-



UNITED STATES PATENT AND TRADEMARK OFFICE

TOS/455

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

MAY 05, 2004

PTAS

HUNTON & WILLIAMS LLP THOMAS J. SCOTT, JR. INTELLECTUAL PROPERTY DEPARTMENT 1900 K STREET, N.W., SUITE 1200

WASHINGTON, D.C. 20006-1109

UNITED STATES PATENT AND TRADEMARK OFFICE NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 10/07/2003

REEL/FRAME: 014574/0110

NUMBER OF PAGES: 7

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

LEFEBVRE, CHRISTOPHER R.

DOC DATE: 10/13/2000

ASSIGNOR:

KONEN, CHRISTOPHER JAMES, SR.

DOC DATE: 08/21/2003

ASSIGNOR:

KEANE, MATTHEW JOSEPH

DOC DATE: 08/15/2003

ASSIGNEE:

FIRST USA BANK, NA
THREE CHRISTINA CENTRE
201 NORTH WALNUT STREET
WILMINGTON, DELAWARE 19801

SERIAL NUMBER: 09688694

PATENT NUMBER:

FILING DATE: 10/

ISSUE DATE:

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P.O. Box 1450, Alexandria, Virginia 22313+1450 - www.uspro.gov

014574/0110 PAGE 2

LAZENA MARTIN, EXAMINER ASSIGNMENT DIVISION OFFICE OF PUBLIC RECORDS

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u	MAIL STOP ASSIGNMENT RECORDATION SERVICES	ease rec y(ies) thereof.	
•	Commissioner for Patents	ease rec y(ies) thereof.	
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	China D LEGEDVAR	3 5	
1	Christopher James KONEN, ST		
	Matthew Joseph KEANE Additional name(s) of conveying party(ies) attached? Yes No		
	2. Name and Address of Party(ies) receiving an interest (assig	nee(s)):	
Name: First USA Bank, NA Name:			
	Address: Three Christina Centre	Address:	
	201 North Walnut Street	į	
	Wilmington, DE 19801 Country: USA	Country:	
	Additional name(s) and address(es) att	<u> </u>	
	3. Nature of Conveyance:		
	Assignment Merger	Change of Name	
	Assignment Merger Change of Name Verified Translation Security Agreement Other: Execution Date: October 13, 2000, August 21, 2000 and August 15, 2000		
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	Others on additional sheet(s) attac	hed? Yes No	
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	Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved: Application(s):1	
	Thomas J. Scott, Jr.	+ Patent(s):	
	Intellectual Property Department	= Total:	
j	Hunton & Williams LLP 1900 K Street, N.W.; Suite 1200	7. Total Fee (37 C.F.R. § 3.41) \$ 40	
	Suite 1200		
	Washington, DC 20006-1109	Authorized to be charged to Deposit Account	
	(202) 955-1500 (telephone) (202) 778-2201 (facsimile)	8. Deposit Account No.: 50-0206	
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	9. Statement and Signature		
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	9. Statement and Signature To the best of my knowledge and belief, the foregoing infort the original document. Visum Song Signing Signing	mation is true and correct and any attached copy is a true copy of October 7, 2003	

Attorney Docket No. 47004.000062

<u>ASSIGNMENT</u>

WHEREAS, Christopher R. LEFEBVRE, a citizen of the United States of America,

residing at 402 Kelleher Drive, Landenberg, PA 19350; Christopher James KONEN, Sr., a

citizen of the United States of America, residing at 700 Partridge Court, Hockessin, DE 19707;

Matthew Joseph KEANE, a citizen of the United States of America, residing at 26 Wellesley

Way, Medford, NJ 08055; and Elissa BUDISCHAK, a citizen of the United States of America,

residing at 209 North Pembrey Drive, Wilmington, DE 19803; (hereinafter "Assignors"), have

made an invention entitled

METHOD AND SYSTEM FOR RETAINING CUSTOMER LOYALTY

described in the application for United States Letters Patent filed herewith;

WHEREAS, First USA Bank, NA (hereinafter "Assignee"), having a place of business at

Three Christina Centre, 201 North Walnut Street, Wilmington, Delaware 19801, is desirous of

acquiring the entire right, title and interest in and to the aforesaid invention, application and all

Letters Patent of the United States or any foreign country, including continuations, continuations-

in-part, reissues, reexaminations, extensions, substitutes and divisions which may be granted

therefor;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good

and valuable consideration, the receipt of which is hereby acknowledged, we, the said assignor, by

these presents do sell, assign and transfer unto Assignee, its successors, legal representatives and

assigns, the full and exclusive right in and to the said invention as described in the said application,

and in and to any Letters Patent of the United States or any foreign country, including

continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes and

PATENT

024768 FRAME: 0321

divisions, which may be granted therefor and all rights to claim priority on the basis of said application;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks or any other proper officer or agency of any country to issue all said Letters Patent to said Assignee;

AND WE HEREBY warrant and covenant that we have the full right to convey the entire interest herein assigned and that we have not executed and will not execute any instrument or assignment in conflict herewith;

AND WE HEREBY agree to communicate to said Assignee or its representatives any facts known to us respecting said invention, to execute all divisional, continuation, reissue, reexamination, extension, substitute and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to said invention, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors, legal representatives or assigns, and to testify in any judicial or administrative proceeding and generally do everything possible to aid the said Assignee to obtain and enforce said Letters Patent in the United States or any foreign country when requested so to do by said Assignee.

- 2 -

Signature of Inventor: Inventor's Name: Inventor's Address:

402 Kelleher Drive Landenberg, PA 19350

Date of Execution:

13TH 2000

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

COUNTY OF NEW COSHE STATE OF Delaware

On this 13th day of October, 2000, before me a Notary Public in and for the County and State aforesaid, personally appeared Christopher R. LEFEBVRE, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

My commission Expires: Secember 17, 2001

PATRICIA D. BRIGHT **NOTARY PUBLIC** DELAWARE APPOINTED DEC: 17, 1999 - 2 YEARS

Signature of Inventor: Inventor's Name: Inventor's Address:	Christopher James KONEN, Sr. 700 Partridge Court Hockessin, DE 19707
Date of Execution:	Angust 21, 2000
IN WITNESS WHEREOF,	I have hereunto set my hand and seal.
County and State aforesaid, personally appe	, 2000, before me a Notary Public in and for the ared Christopher James KONEN, Sr., to me known
and known to me to be the person of that n and acknowledged the same to be of his free	ame, who signed and sealed the foregoing instrument, eact and deed.
(SEAL)	Notary Public
	My Commission Expires 9/1/00 My commission Expires:

Mustaph Add

	Signature of Inventor: Inventor's Name: Inventor's Address:	Matthew Joseph KEANE 26 Wellesley Way Medford, NJ 08055
	Date of Execution:	8/15/00
	IN WITNESS WHERE	OF, I have hereunto set my hand and seal.
-	COUNTY OF New CASTES STATE OF DELAWALE) ss:	
	STATE OF DELAWALE) ss:	•
	On this 15 day of Aug	appeared Matthew Joseph KEANE, to me known and
*	known to me to be the person of that no acknowledged the same to be of his free	ame, who signed and sealed the foregoing instrument, and
,,	OTATA	Illi: Elle
	(SEAL)	Notary Public My Commission Expires 9/1/00

My commission Expires:

g	Signature of Inventor: Inventor's Name: Inventor's Address:	Elissa BUDISCHAK 209 North Pembrey Drive Wilmington, DE 19803	
	Date of Execution:		
	IN WITNE	SS WHEREOF, I have hereunto set my hand and seal.	
	COUNTY OF)) ss:	
	STATE OF	5	
	On this		
 .,	(SEAL)	Notary Public	
		My commission Expires:	

- 6 -