

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Patrik Smets</td> <td>08/05/2010</td> </tr> <tr> <td>Eddy Lodewijk Hortensia Van De Velde</td> <td>08/05/2010</td> </tr> <tr> <td>Duncan Garrett</td> <td>08/09/2010</td> </tr> <tr> <td>David Anthony Roberts</td> <td>08/05/2010</td> </tr> </tbody> </table>		Name	Execution Date	Patrik Smets	08/05/2010	Eddy Lodewijk Hortensia Van De Velde	08/05/2010	Duncan Garrett	08/09/2010	David Anthony Roberts	08/05/2010
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<b>RECEIVING PARTY DATA</b>											
Name:	Mastercard International Incorporated										
Street Address:	2000 Purchase Street										
City:	Purchase										
State/Country:	NEW YORK										
Postal Code:	10577										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12668179</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12668179						
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<b>CORRESPONDENCE DATA</b>											
Fax Number:	(212)259-2482										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	070457.2648										
NAME OF SUBMITTER:	Eliot D. Williams										
Total Attachments: 5											

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**501279395**

**PATENT  
 REEL: 024925 FRAME: 0210**

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ASSIGNMENT

WHEREAS, WE, **PATRIK SMETS**, a citizen of Belgium, having a post office address at Breugelhoevestraat 8, Nijlen, Belgium B-2560; **EDDY LODEWIJK HORTENSIA VAN DE VELDE**, a citizen of Belgium, having a post office address at Brusselsestraat 238, Leuven, Belgium B-3000; **DUNCAN GARRETT**, a citizen of Great Britain, having a post office address at 12 Halton House, Halton Road, Islington, London, Great Britain N1 2EJ; and **DAVID ANTHONY ROBERTS**, a citizen of Great Britain, having a post office address at 32 Woodbridge Close, Appleton, Warrington, Great Britain WA4 5RD (hereinafter "ASSIGNORS"), have made an invention entitled "**METHOD AND SYSTEM FOR STIMULATING A PROXIMITY-BASED TRANSACTION DEVICE**" as set forth and described in United States Patent Application Serial No. 12/668,179, filed January 7, 2010; and

WHEREAS, **MASTERCARD INTERNATIONAL INCORPORATED** (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of Delaware, and having an office for the transaction of business at **2000 Purchase Street, Purchase, New York 10577**, is desirous of acquiring the entire right, title and interest in and to said applications for Letters Patent, and any continuations, divisions, extensions, substitutions, reissues and reexaminations thereof;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, BE IT KNOWN, that WE, the said **ASSIGNORS**, for and in consideration of the sum of One Dollar (\$1.00), lawful money of the United States, to us in hand paid by said **ASSIGNEE**, and other valuable considerations unto us moving from said **ASSIGNEE**, at or before the enrolling and delivery of these presents, the receipt of which is hereby acknowledged, have sold, assigned, transferred and conveyed and by these presents do sell, assign, transfer and convey, unto said **ASSIGNEE**, its successors and assigns, the entire right, title and interest in and to the said invention entitled "**METHOD AND SYSTEM FOR STIMULATING A PROXIMITY-BASED TRANSACTION DEVICE**," and any and all improvements thereon, and in and to said application and any division, continuation or continuation-in-part thereof, and in and to any Letters Patent of the United States which may be issued on any of said applications, and any reissues thereof, and in and to any and all applications for Letters Patent filed in foreign countries for said invention or improvements including all priority rights, and any and all Letters Patent which may be granted in foreign countries therefor, **TO HAVE AND TO HOLD THE SAME** to the full end of the term or terms for which any and all said Letters Patent may be granted;

AND WE, the said **ASSIGNORS**, do hereby authorize and request the Commissioner of Patents and Trademarks to issue the said Letters Patent of the United States to said **ASSIGNEE**, as the assignee of the entire right, title and interest in and to the same, for the sole use and benefit of said **ASSIGNEE**, its successors and assigns;

AND WE, the said **ASSIGNORS**, for the considerations aforesaid, do hereby covenant and agree to and with said **ASSIGNEE**, its successors and assigns, that we have the full power to make this assignment, and that the rights assigned are not encumbered by any grant, license or right heretofore given, and that we, our executors or administrators, shall and will do all lawful

acts and things and make, execute and deliver without further compensation, any and all other instruments in writing, further applications, papers, affidavits, powers of attorney, assignments, and other documents which, in the opinion of counsel for said ASSIGNEE, its successors and assigns, may be required or necessary more effectively to secure to and vest in said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said invention and improvements, applications, Letters Patent, rights, titles, benefits, privileges, and advantages hereby sold, assigned, transferred and conveyed, and that we will sign any applications for reissue which may be desired by the owner of the patent or patents which may be issued for the said invention or improvements.

Subscribed and executed at Walewloo  
(Place)

on 05/08/10  
(Date)

  
\_\_\_\_\_  
PATRIK SMETS

Witness: David Cutler  
(Type Name)

Witness: Jean-François BOURACHOT  
(Type Name)

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Subscribed and executed at Westerloo  
(Place)  
on 05/08/2010  
(Date)


  
\_\_\_\_\_  
**EDDY LODEWIJK HORTENSIA VAN DE VELDE**

Witness: Remon NALHERBE  
(Type Name)

Witness: Mark KATERS  
(Type Name)

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Subscribed and executed at LONDON, UK  
(Place)  
on 9<sup>TH</sup> AUGUST 2010.  
(Date)

  
DUNCAN GARRETT

Witness: J Kerri  
(Type Name)

John BERIC 9<sup>th</sup> August 2010

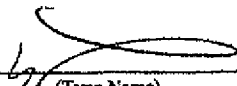
Witness: [Signature]  
(Type Name)

JAMES CHRISTIAN DOE 9<sup>th</sup> August 2010

070457.2648  
PATENT

Subscribed and executed at Warrington, UK  
(Place)  
on 5th August 2010  
(Date)

  
\_\_\_\_\_  
DAVID ANTHONY ROBERTS

Witness:   
\_\_\_\_\_  
(Type Name)

JOHN TIERNEY 5/8/10

Witness: Susan Thompson  
(Type Name)

SUSAN THOMPSON 5/8/10.