PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|-----------------------|----------------|
| Robert Frederick | 05/02/2005 |
| Toni R. Reid Thomelin | 05/02/2005 |
| Eugene Wei | 05/11/2005 |

RECEIVING PARTY DATA

| Name: | Amazon Technologies, Inc. | |
|-------------------|---------------------------|--|
| Street Address: | 920 Incline Way | |
| Internal Address: | Suite C | |
| City: | Incline Village | |
| State/Country: | NEVADA | |
| Postal Code: | 89451 | |

PROPERTY NUMBERS Total: 1

| Property Type | Number | |
|---------------------|----------|--|
| Application Number: | 11004701 | |

CORRESPONDENCE DATA

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

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| ATTORNEY DOCKET NUMBER: | 120137.506 |
|-------------------------|-------------------|
| NAME OF SUBMITTER: | James A. D. White |

Total Attachments: 4

PATENT REEL: 025184 FRAME: 0291

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> PATENT REEL: 025184 FRAME: 0292

ASSIGNMENT

WHEREAS, we, Robert Frederick, Toni R. Reid Thomelin and Eugene Wei (hereinafter referred to as ASSIGNORS), having residences in Seattle, Washington; Seattle, Washington; and New York, New York, respectively, are the joint inventors of an invention entitled "DYNAMIC CONVERSION AND USE OF NON-MONETARY REWARDS," as described and claimed in the specification for which an application for United States letters patent was filed on December 3, 2004 and assigned Application No. 11/004,701;

WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Nevada having a place of business at 920 Incline Way, Suite C, Incline Village, Nevada 89451, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United

PATENT REEL: 025184 FRAME: 0293 States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

<u>5/2/2005</u> Date

Robert Frederick

State of Washington

County of Kin

SS.

I certify that I know or have satisfactory evidence that Robert Frederick is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

OF WASHINGS

Dated

Signature of Notary Public

Printed Name

My appointment expires

3-9-0

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| 5/2/2005 Date | Toni R. Reid Thomelin |
|---|-----------------------|
| State of <u>illashington</u>) County of King | SS. |

I certify that I know or have satisfactory evidence that Toni R. Reid Thomelin is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

| Dated May 2, 2005 Signature of Notary Public Printed Name To anna M. Leinawewer My appointment expires 3.907 |
|--|
| My appointment expires |
| |

| 5/u | 1/05 | 45 | | |
|-----------|------------|------------|--|--|
| Date | | Eugene Wei | And the second s | |
| | New York : | | | |
| County of | Markattan |) SS. | | |
| | | | | |

I certify that I know or have satisfactory evidence that Eugene Wei is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated
Signature of
Notary Public
Printed Name
My appointment expires

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RECORDED: 10/22/2010

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REEL: 025184 FRAME: 0296