

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CVON INNOVATION SERVICES OY	08/26/2008
RECEIVING PARTY DATA	
Name:	CVON INNOVATIONS LIMITED
Street Address:	22 Ganton Street
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W1F 7BY
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12744687
CORRESPONDENCE DATA	
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Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006
ATTORNEY DOCKET NUMBER:	4523/48273
NAME OF SUBMITTER:	Christine H. McCarthy
Total Attachments: 1 source=48273assignment2#page1.tif	

CH \$40.00 12744687

ASSIGNMENT

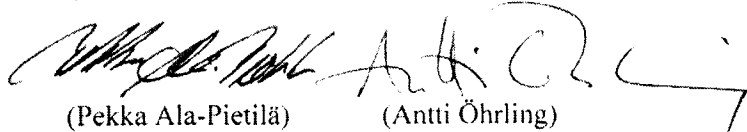
WHEREAS, CVON Innovation Services Oy (hereinafter "Assignor"), a private limited company organised and existing under the laws of Finland and having its registered office at Ruukinkatu 2-4, 20540 Turku, Finland, is one of the beneficial owners of **Systems, Methods, Network Elements and Applications for Management of Promotional Campaigns**, an invention described in the patent application No. **60/991,114** filed on **29 November 2007** with the US Patent Office and in the patent application No. **0723388.5** filed on **29 November 2007** with the UK Patent Office;

WHEREAS, CVON Innovations Limited (hereinafter "Assignee"), a private limited company organised and existing under the laws of England and having its registered office at 22 Ganton Street, W1F 7BY London, United Kingdom, executed the said applications with the consent of Assignor and desires to acquire Assignor's entire right, title and interest in said invention, all applications for and all letters patent issued on said invention;

NOW THEREFORE, to all whom it may concern be it known that in consideration of the sum of one hundred and sixty seven (167) euros, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, Assignee's successors and assigns, its entire right, title and interest in said invention, together with its entire right, title and interest in said applications and such letters patents as may issue thereon, and any and all continuations, continuations-in-part, divisions, reissues, supplemental protection certificates, or extensions thereof; said invention, applications and letters patents to be held and enjoyed by the Assignee for its own use and behalf and the use and behalf of its successors and assigns, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.

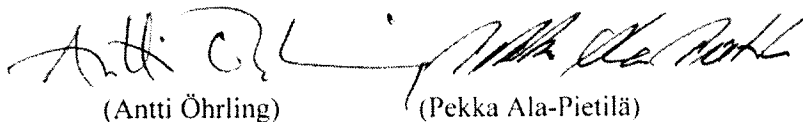
IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed this 26 day of AUGUST, 2008.

CVON INNOVATION SERVICES OY


(Pekka Ala-Pietilä) (Antti Öhrling)

Accepted on the date as aforesaid.

CVON INNOVATIONS LIMITED


(Antti Öhrling) (Pekka Ala-Pietilä)

PATENT