

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<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>John Hamilton MacIlwaine</td> <td>03/21/2011</td> </tr> <tr> <td>Patrick Stan</td> <td>03/21/2011</td> </tr> <tr> <td>Surendra Keshan</td> <td>03/17/2011</td> </tr> <tr> <td>Mark Carlson</td> <td>03/21/2011</td> </tr> </tbody> </table>		Name	Execution Date	John Hamilton MacIlwaine	03/21/2011	Patrick Stan	03/21/2011	Surendra Keshan	03/17/2011	Mark Carlson	03/21/2011
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RECEIVING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Visa U.S.A. Inc.</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>94128-8999</td> </tr> </table>		Name:	Visa U.S.A. Inc.	Street Address:	P.O. Box 8999	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94128-8999
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: (650)462-7851 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (650)328-8500 Email: COLLETTEA@GTLAW.COM Correspondent Name: GREENBERG TRAUIG, LLP Address Line 1: 2450 COLORADO AVENUE SUITE 400E Address Line 2: IP DOCKETING Address Line 4: SANTA MONICA, CALIFORNIA 90404</p>											
ATTORNEY DOCKET NUMBER:	P-41023US/119945-410231US										
NAME OF SUBMITTER:	Lehua Wang										
Total Attachments: 5											

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PATENT
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PATENT ASSIGNMENT

WHEREAS, WE, John Hamilton MacIlwaine, Patrick Stan, Surendra Keshan and Mark Carlson, whose post office addresses are set forth below, have invented and own a certain invention entitled:

MERCHANT CONFIGURED ADVERTISED INCENTIVES FUNDED THROUGH STATEMENT CREDITS

for which an application for a United States Patent has been or will be filed in the United States Patent and Trademark Office.

WHEREAS, Visa U.S.A. Inc., a corporation organized and existing under the laws of the State of Delaware, and having a mailing address of P.O. Box 8999, San Francisco, CA 94128-8999, (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefore in the United States and in any and all foreign countries.

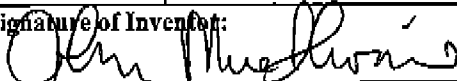
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, we hereby sell, assign and transfer to ASSIGNEE for receipt of which is hereby acknowledged, the full and exclusive right, title and interest to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, continuation-in-part, divisional, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

WE HEREBY COVENANT that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; and

WE FURTHER COVENANT that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to us and we will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

Docket No. P-41023US/119945-410231/US

PATENT ASSIGNMENT (CONTINUED)

Full Name of Inventor	Last Name MacIlwaine	First Name John	Middle Name Hamilton
Residence & Citizenship	City Danville	State CA	Country of Citizenship US
Mailing Address	Street P.O. Box 8999	City San Francisco	State & Zip Code CA 94128-8999
Signature of Inventor: 			Date: 3/21/2011

Full Name of Inventor	Last Name Stan	First Name Patrick	Middle Name
Residence & Citizenship	City Pacifica	State CA	Country of Citizenship US
Mailing Address	Street 10 Driftwood Court	City Pacifica	State & Zip Code CA 94044
Signature of Inventor:			Date:

Full Name of Inventor	Last Name Keshan	First Name Surendra	Middle Name
Residence & Citizenship	City Cupertino	State CA	Country of Citizenship US
Mailing Address	Street 7533 Kingsbury Court	City Cupertino	State & Zip Code CA 95014
Signature of Inventor:			Date:

Full Name of Inventor	Last Name Carlson	First Name Mark	Middle Name
Residence & Citizenship	City Half Moon Bay	State CA	Country of Citizenship US
Mailing Address	Street 153 Miramontes Avenue	City Half Moon Bay	State & Zip Code CA 94019
Signature of Inventor:			Date:

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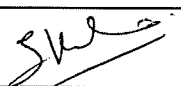
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