

## PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Robert Cameron Taylor</td><td>04/10/2006</td></tr><tr><td>Jeffrey J. Pilarcik</td><td>04/10/2006</td></tr></tbody></table>	Name	Execution Date	Robert Cameron Taylor	04/10/2006	Jeffrey J. Pilarcik	04/10/2006					
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Jeffrey J. Pilarcik	04/10/2006										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>JPMorgan Chase Bank, N.A.</td></tr><tr><td>Street Address:</td><td>270 Park Avenue</td></tr><tr><td>City:</td><td>New York</td></tr><tr><td>State/Country:</td><td>NEW YORK</td></tr><tr><td>Postal Code:</td><td>10036</td></tr></table>	Name:	JPMorgan Chase Bank, N.A.	Street Address:	270 Park Avenue	City:	New York	State/Country:	NEW YORK	Postal Code:	10036	
Name:	JPMorgan Chase Bank, N.A.										
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<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13008567</td></tr></tbody></table>	Property Type	Number	Application Number:	13008567							
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Application Number:	13008567										
CORRESPONDENCE DATA											
Fax Number: (202)778-2201 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> 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:	47004.000692										
NAME OF SUBMITTER:	Steven L. Wood										
Total Attachments: 6 source=692assignment#page1.tif source=692assignment#page2.tif source=692assignment#page3.tif source=692assignment#page4.tif source=692assignment#page5.tif source=692assignment#page6.tif											

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PATENT  
REEL: 026331 FRAME: 0607

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application Number : 13/008,567 Confirmation No.: 9033  
Applicant : Robert C. TAYLOR *et al.*  
Filed : January 18, 2011  
Title : SYSTEM AND METHOD FOR GRANTING PROMOTIONAL  
REWARDS TO BOTH CUSTOMERS AND NON-CUSTOMERS  
TC/Art Unit : 2876  
Examiner: : Ali R. SHARIFZADA  
  
Docket No. : 47004.000692  
Customer No. : 21967

**MAIL STOP ASSIGNMENT**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**LETTER**

Sir,

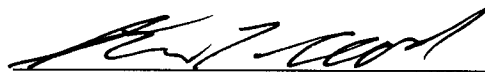
This is submitted to update the Assignment of the above-identified application. Attached is a copy of the original Assignment Recordation recorded in the parent application (U.S. Serial No. 12/546,099) and the current assignment information for this parent application. Please note that the original Assignment document for this parent application includes all continuations, reissues, reexaminations, extensions, substitutes and divisions.

Respectfully submitted,

HUNTON & WILLIAMS LLP

Dated: 5-24-2011

By:



Steven L. Wood  
Registration No 63,176

Hunton & Williams LLP  
Intellectual Property Department  
1900 K Street, N.W.  
Suite 1200  
Washington, DC 20006-1109  
(202) 955-1500 (telephone)  
(202) 778-2201 (facsimile)  
SLW/tmf

TO: STEVEN L. WOOD COMPANY: 1900 K ST. NW



## UNITED STATES PATENT AND TRADEMARK OFFICE

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

JANUARY 14, 2011

STEVEN L. WOOD  
1900 K ST. NW  
SUITE 1200  
WASHINGTON, DC 20006

PTAS

JAN 11 2011

HUNTON &amp; WILLIAMS



\*501406339\*

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JWS

47004.000610

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. 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 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 01/14/2011

REEL/FRAME: 025639/0562

NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: 47004.000610

## ASSIGNOR:

TAYLOR, ROBERT CAMERON

DOC DATE: 04/10/2006

## ASSIGNOR:

PILARCIK, JEFFREY J.

DOC DATE: 04/10/2006

## ASSIGNEE:

JPMORGAN CHASE BANK, N.A.  
270 PARK AVENUE  
NEW YORK, NEW YORK 10036

USPTO

1/28/2011 8:14:46 PM

PAGE 3/404

Fax Server

TO: STEVEN L. WOOD COMPANY: 1900 K ST. NW

025639/0562 PAGE 2

APPLICATION NUMBER: 12546099

FILING DATE: 08/24/2009

PATENT NUMBER:

ISSUE DATE:

TITLE: SYSTEM AND METHOD FOR GRANTING PROMOTIONAL REWARDS TO BOTH  
CUSTOMERS AND NON-CUSTOMERS

OCRUSER, EXAMINER

ASSIGNMENT SERVICES BRANCH

PUBLIC RECORDS DIVISION

TO: STEVEN L. WOOD COMPANY: 1900 K ST. NW

## PATENT ASSIGNMENT

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Phone:	202-855-1500						
Email:	patcdocket@hunton.com						
Correspondent Name:	Steven L. Wood						
Address Line 1:	1900 K St. NW						
Address Line 2:	Suite 1200						
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006						
ATTORNEY DOCKET NUMBER:	47004.000610						
NAME OF SUBMITTER:	Steven L. Wood						
Total Attachments: 2 source=47004610AssignmentLtr#page1.tif source=47004610AssignmentLtr#page2.tif							

CH 12546099 \$40.00

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application Number : 12/546,099 Confirmation No.: 2776  
Applicant : Robert C. TAYLOR *et al.*  
Filed : August 24, 2009  
Title : SYSTEM AND METHOD FOR GRANTING PROMOTIONAL  
REWARDS TO BOTH CUSTOMERS AND NON-CUSTOMERS  
TC/Art Unit : 2876  
Examiner: : Ali R. SHARIFZADA  
  
Docket No. : 47004.000610  
Customer No. : 21967

**MAIL STOP ASSIGNMENT**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**LETTER**

Sir,

This is submitted to update the Assignment of the above-identified application. Attached is a copy of the original Assignment Recordation recorded in the parent application (U.S. Serial No. 11/403,317) and the current assignment information for this parent application. Please note that the original Assignment document for this parent application includes all continuations, reissues, reexaminations, extensions, substitutes and divisions.

Respectfully submitted,

HUNTON & WILLIAMS LLP

Dated: 1/14/11

By: 

Steven L. Wood  
Registration No 63,176

Hunton & Williams LLP  
Intellectual Property Department  
1900 K Street, N.W.  
Suite 1200  
Washington, DC 20006-1109  
(202) 955-1500 (telephone)  
(202) 778-2201 (facsimile)  
SLW/smc

11/403,317

**SYSTEM AND METHOD FOR GRANTING PROMOTIONAL REWARDS TO BOTH CUSTOMERS AND NON-CUSTOMERS**

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2011::16:31:52

**Patent Assignment Abstract of Title****Total Assignments: 1****Application #:** 11403317**Filing Dt:** 04/13/2006**Patent #:** 7784682**Issue Dt:** 08/31/2010**PCT #:** NONE**Publication #:** US20070181674**Pub Dt:** 08/09/2007**Inventors:** Robert Cameron Taylor, Jeffrey J. Pilarcik**Title:** SYSTEM AND METHOD FOR GRANTING PROMOTIONAL REWARDS TO BOTH CUSTOMERS AND NON-CUSTOMERS**Assignment: 1****Reel/Frame:** 017791 / 0581**Received:** 04/20/2006**Recorded:** 04/13/2006**Mailed:** 06/15/2006**Pages:** 4**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignors:** TAYLOR, ROBERT CAMERON  
PILARCIC, JEFFREY J.**Exec Dt:** 04/10/2006**Exec Dt:** 04/10/2006**Assignee:** JPMORGAN CHASE BANK, N.A.  
270 PARK AVENUE  
NEW YORK, NEW YORK 10036**Correspondent:** STEPHEN T. SCHREINER  
INTELLECTUAL PROPERTY DEPARTMENT  
HUNTON & WILLIAMS LLP  
1900 K STREET, N.W.; SUITE 1200  
WASHINGTON, D.C 20006-1109

Search Results as of: 01/13/2011 16:31:41 PM

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