

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Charles P. Jones	02/25/1998
RECEIVING PARTY DATA	
Name:	NUWORLD MARKETING, LIMITED
Street Address:	2910 Jamacha Road
City:	El Cajon
State/Country:	CALIFORNIA
Postal Code:	92019
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	5978013
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NAME OF SUBMITTER:	Matthew M. Jakubowski
Total Attachments: 1 source=Assignment#page1.tif	

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PATENT
REEL: 026621 FRAME: 0604

ASSIGNMENT

FOR ONE DOLLAR (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, Charles P. Jones, a citizen of the United States of America, and resident of Jamul California, whose post office address is 3278 Jamul Highlands Road, Jamul, California 91935, having invented and owning a certain invention entitled

APPARATUS AND METHOD FOR GENERATING PRODUCT COUPONS IN RESPONSE TO
TELEVISED OFFERS

for which Letters Patent number 5,500,681 was issued on 19th day of March, 1996, hereby assign unto NUWORLD MARKETING, LIMITED, a corporation organized and existing under the laws of the State of Delaware and having its principal place of business at 2910 Jamacha Road, El Cajon, California 92019 (hereinafter referred to as "Assignee") the entire right, title and interest in and to such invention, together with the patent rights and rights of protection to the same throughout the world, as well as any continuations, continuations-in-part, renewals or extensions thereof; said invention and Letters Patent to be held and enjoyed by said Assignee for its own use and behoof and for the use and behoof of its successors and assigns, to the full end of the term for which said Letters Patent or other rights of protection may be granted as fully and as entirely as the same would have been held and enjoyed by me had the assignment not been made.

AND I COVENANT and AGREE and WARRANT that I have a full and unencumbered title to the invention hereby assigned, and I further covenant and agree that I have the right to grant such rights to said invention and Letters Patent and that I will, at any time upon request without cost to me or further compensation, execute and deliver any and all papers or instruments that, in the opinion of the Assignee, may be necessary or desirable to secure said Assignee the full enjoyment of the rights and properties herein conveyed or intended to be conveyed by this instrument.

IN WITNESS WHEREFORE, I have hereunto set my hand and seal:

Date: 2/25/98 By: _____

Charles P. Jones

Subscribe and sworn to before me this
25th day of February, 1998 in

Lori E. Nelson

Notary Public

