

PATENT ASSIGNMENT

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NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Colin Tanner	09/30/2011
Paul Michael Evans	10/07/2011
Theresa L. Smith	10/05/2011
RECEIVING PARTY DATA	
Name:	MasterCard International, Inc.
Street Address:	2000 Purchase Street
City:	Purchase
State/Country:	NEW YORK
Postal Code:	10577
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13268155
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	P00639-US-UTIL (M01.184)
NAME OF SUBMITTER:	Stephan J. Filipek
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PATENT
 REEL: 027031 FRAME: 0120

ASSIGNMENT OF RIGHTS, TITLE AND INTEREST IN INVENTION

This is an Assignment of the following rights, title and interest: *(check all that apply)*

- ☒ United States of America rights, title and interest in the invention
- ☒ Foreign rights, title and interest in the invention
- ☒ United States Patent Application No.:
Date of Execution: Date of Filing: herewith
- ☒ United States Provisional Patent Application Serial No.: 61/534,599
- ☐ United States Patent No(s):
- ☐ International (PCT) Patent Application Serial No.:
- ☐ Other (*specify*):

TITLE OF THE INVENTION:

IN-MARKET PERSONALIZATION OF PAYMENT DEVICES

Inventors (*assignors*)

Name	Address
Colin Tanner	12 Almond Ave., Ickenham, Uxbridge, Middlesex UB10 8NA UK
Paul Michael Evans	Glebe House; 9 The Birches, Farnborough, Hampshire GU14 9RP United Kingdom
Theresa L. Smith	38 Park Street Lane, St Albans, Herts, England UK AL2 2JB

Assignee

Name	Address
MasterCard International, Inc.	2000 Purchase Street, Purchase, NY 10577 United States

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified assignee;

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application(s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for said Invention, and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Commissioner of Patents and Trademarks to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

And we further authorize and request that our attorney, Stephan J. Filipek, of Buckley, Maschoff & Talwalkar LLC, insert the filing date and application number of the above-referenced patent application when known;

And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventors' Signatures

30th SEPT 2011
Date

Colin Tanner
Colin Tanner

7th Oct 2011
Date

Paul Evans
Paul Michael Evans

5 OCT 2011
Date

T. L. Smith
Theresa L. Smith