

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
American Express Travel Related Services Company, Inc.	06/29/2011
RECEIVING PARTY DATA	
Name:	Zanni Assets Limited Liability Company
Street Address:	160 Greentree Drive
Internal Address:	Suite 101
City:	Dover
State/Country:	DELAWARE
Postal Code:	19904
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13270517
CORRESPONDENCE DATA	
Fax Number:	(602)382-6070
Phone:	6023826321
Email:	ipdocket@swlaw.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Todd P. Komaromy, Snell & Wilmer L.L.P.
Address Line 1:	One Arizona Center
Address Line 2:	400 East Van Buren Street
Address Line 4:	Pheonix, ARIZONA 85004-2202
ATTORNEY DOCKET NUMBER:	60995.0696
NAME OF SUBMITTER:	Todd P. Komaromy
Total Attachments: 8 source=609950696_Assign3#page1.tif	

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ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, American Express Travel Related Services Company, Inc., a New York corporation, with an office at World Financial Center, 200 Vesey Street, New York, New York 10285 (**"Assignor"**), does hereby sell, assign, transfer, and convey unto Zanni Assets Limited Liability Company, a Delaware limited liability company, having an address at 160 Greentree Drive, Suite 101, Dover, DE 19904 (**"Assignee"**), or its designees, all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the **"Patent Rights"**):

(a) the provisional patent applications, patent applications and patents listed in the table below (the **"Patents"**);

(b) all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, and/or (ii) for which any of the Patents directly or indirectly forms a basis for priority;

(c) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in any of the foregoing categories (a) and (b);

(d) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;

(e) all items in any of the foregoing in categories (b) through (d), whether or not expressly listed as Patents below and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;

(f) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories (b) through (e) that (i) are included in any claim in the Patents and/or any item in the foregoing categories (b) through (e), (ii) are subject matter capable of being reduced to a patent claim in a reissue or reexamination proceedings brought on any of the Patents and/or any item in the foregoing categories (b) through (e), and/or (iii) could have been included as a claim in any of the Patents and/or any item in the foregoing categories (b) through (e);

(g) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories (a) through (f), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;

(h) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents and/or any item in any of the foregoing categories (b) through (g), including, without limitation, all causes of action and other enforcement rights for

- (i) damages,
- (ii) injunctive relief, and
- (iii) any other remedies of any kind

for past, current, and future infringement; and

- (i) all rights to collect royalties and other payments under or on account of any of the Patents and/or any item in any of the foregoing categories (b) through (h).

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
7,305,355 (09/880,723)	US	12/4/2007 (6/12/2001)	Universal shopping cart and order injection system Tarvydas, Martin K; Sandori, Mark I; Maple, Eric S; Byerly, Timothy P; Markus, Matthew A
7,328,176 (11/163,707)	US	2/5/2008 (10/27/2005)	Universal shopping cart and order injection system Tarvydas, Martin K; Sandori, Mark I; Maple, Eric S; Byerly, Timothy P; Markus, Matthew A
7,580,869 (11/841,367)	US	8/25/2009 (8/20/2007)	Method and system for a universal shopping cart having order injection and common payment determination Tarvydas, Martin K; Sandori, Mark I; Maple, Eric S; Byerly, Timothy P; Markus, Matthew A
7,577,592 (11/841,412)	US	8/18/2009 (8/20/2007)	Method, medium, and system for a universal shopping cart having order injection and common payment determination Tarvydas, Martin K; Sandori, Mark I; Maple, Eric S; Byerly, Timothy P; Markus, Matthew A

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
7,577,593 (11/841,448)	US	8/18/2009 (8/20/2007)	Method, medium, and system for a universal shopping cart having order injection and common payment determination Tarvydas, Martin K; Sandori, Mark I; Maple, Eric S; Byerly, Timothy P; Markus, Matthew A
7,577,594 (11/841,484)	US	8/18/2009 (8/20/2007)	Medium for a universal shopping cart having order injection and common payment determination Tarvydas, Martin K; Sandori, Mark I; Maple, Eric S; Byerly, Timothy P; Markus, Matthew A
7,835,949 (12/504,486)	US	11/16/2010 (7/16/2009)	Method, medium, and system for universal shopping cart order injection and payment determination Tarvydas, Martin K; Sandori, Mark I; Maple, Eric S; Byerly, Timothy P; Markus, Matthew A
7,925,544 (12/90,099)	US	4/12/2011 (10/11/2010)	Method, medium, and system for universal shopping cart order injection and payment determination Tarvydas, Martin K; Sandori, Mark I; Maple, Eric S; Byerly, Timothy P; Markus, Matthew A
13/035,690	US	2/25/2011	Method, medium, and system for universal shopping cart order injection and payment determination Tarvydas, Martin K; Sandori, Mark I; Maple, Eric S; Byerly, Timothy P; Markus, Matthew A
7,373,314 (09/882,368)	US	5/13/2008 (6/15/2001)	Unified product purchasing method Aliabadi, Amir; Moeller, Kelvin; Sovine, Scott; Thomason, Kenny W.
7,412,409 (11/125,593)	US	8/12/2008 (5/9/2005)	Online ordering medium and method Aliabadi, Amir; Dalton, Noreen; Frangos, Jr., Anargiros Zacharias; Hammond, Jeffrey T.; Licardi, Courtney Ann; Sutton, Becky; Tarvydas, Martin

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
11/940,149	US	11/14/2007	Online ordering system and method Aliabadi, Amir; Dalton, Noreen; Frangos, Jr., Anargiros Zacharias; Hammond, Jeffrey T.; Licardi, Courtney Ann; Sutton, Becky; Tarvydas, Martin
12/128,587	US	5/28/2008	System and method for customizing an email message Agura, Vivian Velika; Hall, Lianna Maria; Hung, Benjamin Patrick; Licardi, Courtney Ann
12/504,565	US	7/16/2009	Online ordering for a consumer Aliabadi, Amir; Dalton, Noreen; Frangos, Jr., Anargiros Zacharias; Hammond, Jeffrey T.; Licardi, Courtney Ann; Sutton, Becky; Tarvydas, Martin
12/507,314	US	7/22/2009	Online ordering system and method Aliabadi, Amir; Dalton, Noreen; Frangos, Jr., Anargiros Zacharias; Hammond, Jeffrey T.; Licardi, Courtney Ann; Sutton, Becky; Tarvydas, Martin
6,490,601 (09/231,644)	US	12/3/2002 (1/15/1999)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
AT1166216 (AT00902425.8)	AT	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
BE1166216 (BE00902425.8)	BE	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
CH1166216 (CH00902425.8)	CH	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.

<u>Patent or</u> <u>Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
CY1166216 (CY00902425.8)	CY	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
DE60014341.4 (DE60014341.4)	DE	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
DK1166216 (DK00902425.8)	DK	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
ES1166216 (ES00902425.8)	ES	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
FI1166216 (FI00902425.8)	FI	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
FR1166216 (FR00902425.8)	FR	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
GB1166216 (GB00902425.8)	GB	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
GR1166216 (GR00902425.8)	GR	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
IE1166216 (IE00902425.8)	IE	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
IT1166216 (IT00902425.8)	IT	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
LI1166216 (LI00902425.8)	LI	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
LU1166216 (LU00902425.8)	LU	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
MC1166216 (MC00902425.8)	MC	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
NL1166216 (NL00902425.8)	NL	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
PT1166216 (PT00902425.8)	PT	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
SE1166216 (SE00902425.8)	SE	9/29/2004 (1/14/2000)	Server for enabling the automatic insertion of data into electronic forms on a user computer Markus, Matthew A.; Herrarte, Erick M.
7,334,184 (09/523,410)	US	2/19/2008 (3/10/2000)	Method for online information sharing for completing electronic forms Simons, Geoffrey W.
12/708,297	US	2/18/2010	Method for online information sharing for completing electronic forms Simons, Geoffrey W.
7,350,139 (09/595,622)	US	3/25/2008 (6/16/2000)	System and method for utilizing a drag and drop technique to complete electronic forms Simons, Geoffrey W.
11/860,645	US	9/25/2007	System and method for utilizing a drag and drop technique to complete electronic forms Simons, Geoffrey W.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at New York, NY on June 29, 2011.

ASSIGNOR:

American Express Travel Related Services Company, Inc.

By: Tracey R. Thomas
Name: Tracey R. Thomas
Title: VP & Chief IP Strategist
(Signature MUST be attested)


ATTESTATION OF SIGNATURE PURSUANT TO 28 U.S.C. § 1746

The undersigned witnessed the signature of Tracey R. Thomas to the above Assignment of Patent Rights on behalf of American Express Travel Related Services Company, Inc. and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.
2. Tracey R. Thomas is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on June 29, 2011 to execute the above Assignment of Patent Rights on behalf of American Express Travel Related Services Company, Inc.
3. Tracey R. Thomas subscribed to the above Assignment of Patent Rights on behalf of American Express Travel Related Services Company, Inc.

I declare under penalty of perjury under the laws of the United States of America that the statements made in the three (3) numbered paragraphs immediately above are true and correct.

EXECUTED on June 29, 2011 (date)


Print Name: Lee Phan