

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>Kevin Turner</td> <td>04/11/2011</td> </tr> <tr> <td>Jeremy Kelley</td> <td>01/10/2011</td> </tr> <tr> <td>John Ludlow</td> <td>01/10/2011</td> </tr> </tbody> </table>		Name	Execution Date	Kevin Turner	04/11/2011	Jeremy Kelley	01/10/2011	John Ludlow	01/10/2011				
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Collective Labs, LLC</td> </tr> <tr> <td>Street Address:</td> <td>1701 Southwest Parkway</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 209</td> </tr> <tr> <td>City:</td> <td>College Station</td> </tr> <tr> <td>State/Country:</td> <td>TEXAS</td> </tr> <tr> <td>Postal Code:</td> <td>77840</td> </tr> </table>		Name:	Collective Labs, LLC	Street Address:	1701 Southwest Parkway	Internal Address:	Suite 209	City:	College Station	State/Country:	TEXAS	Postal Code:	77840
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
Fax Number: (512)853-8801 Phone: 512-853-8800 Email: dpoudrier@intprop.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: Stephen A. Mason Address Line 1: P.O. Box 398 Address Line 4: Austin, TEXAS 78767-0398													
ATTORNEY DOCKET NUMBER:	6618-00200/SAM												
NAME OF SUBMITTER:	Stephen A. Mason												
Total Attachments: 6													

CH \$40.00 13084736

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PATENT RIGHTS ASSIGNMENT

In consideration of \$10.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, I the undersigned, Jeremy Kelley:

1. Hereby sell, assign and transfer to Collective Labs, LLC, having a place of business at 1701 Southwest Parkway, Ste 209, College Station, Texas 77840, its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all inventions which are disclosed in the application for United States Letters Patent executed of even date herewith and entitled: Provisional Patent 61/401,667 Customer Customizable Loyalty Program and in and to said application and all divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of the said inventions; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said inventions including the right to apply for patent rights in each foreign country and all rights to priority.

2. Agree that said Assignee may apply for and receive Letters Patent for said inventions in its own name; and when requested, without charge to but at the expense of said Assignee, its successors, assigns and legal representatives, agree to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said inventions; execute all rightful oaths, assignments, power of attorney and other papers, communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said inventions and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said inventions and for vesting title to said inventions and all applications for patents and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

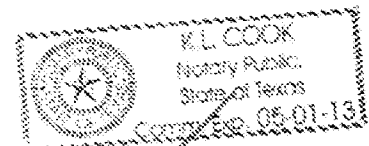
3. Hereby request the Honorable Commissioner of Patents to issue said Letters Patent to said Assignee; and,

4. Covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned and that full right to convey the same as herein expressed is possessed by the undersigned.

INVENTOR:

By: _____

Date: _____



(Handwritten signature)

PATENT

REEL: 027495 FRAME: 0683

STATE OF TEXAS

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COUNTY OF BRAZOS

)

This instrument was acknowledged before me on this January 10, 2011, by
Kenneth Cook (K.L. Cook).

K.L. Cook
Notary Public



PATENT RIGHTS ASSIGNMENT

In consideration of \$10.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, I the undersigned, John Ludlow:

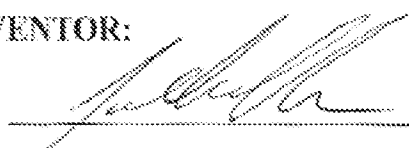
1. Hereby sell, assign and transfer to Collective Labs, LLC, having a place of business at 1701 Southwest Parkway, Ste 209, College Station, Texas 77840, its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all inventions which are disclosed in the application for United States Letters Patent executed of even date herewith and entitled: Provisional Patent 61/401,667 Customer Customizable Loyalty Program and Provisional Patent 61/455,057 Dynamic Rules Based Giving Program with Financial Institution and in and to said application and all divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of the said inventions; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said inventions including the right to apply for patent rights in each foreign country and all rights to priority.

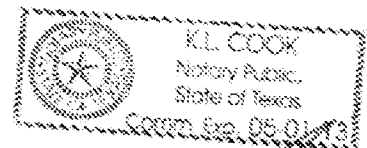
2. Agree that said Assignee may apply for and receive Letters Patent for said inventions in its own name; and when requested, without charge to but at the expense of said Assignee, its successors, assigns and legal representatives, agree to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said inventions; execute all rightful oaths, assignments, power of attorney and other papers, communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said inventions and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said inventions and for vesting title to said inventions and all applications for patents and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

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INVENTOR:

By: 




PATENT

REEL: 027495 FRAME: 0685

STATE OF TEXAS

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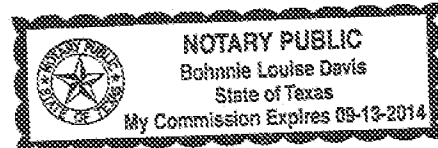
COUNTY OF BRAZOS

)

This instrument was acknowledged before me on this April 11, 2011, by
Kevin Scott Turner.

Bohnnie Louise Davis

Notary Public



PATENT

REEL: 027495 FRAME: 0686

PATENT RIGHTS ASSIGNMENT

In consideration of \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, I the undersigned, Jeremy Kelley:

1. Hereby sell, assign and transfer to Collective Labs, LLC, having a place of business at 12815 FM 2154 Ste. 150, College Station, Texas 77845, its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all inventions which are disclosed in the application for United States Letters Patent executed of even date herewith and entitled: Provisional Patent 61/455,057 Credit Card Customizable Loyalty Program and in and to said application and all divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of the said inventions; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said inventions including the right to apply for patent rights in each foreign country and all rights to priority.

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INVENTOR:

By: Jeremy Kelley

Date: April 11, 2011

STATE OF TEXAS

)

COUNTY OF BRAZOS

)

This instrument was acknowledged before me on this April 11, 2011, by

Jeremy Kelley

Bohnnie Louise Davis

Notary Public

