501822498 02/16/2012

PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Jonathan Otto	04/08/2009
Andrew Van Luchene	06/12/2009

RECEIVING PARTY DATA

Name:	RetailDNA, LLC	
Street Address:	200 N. Dixie Highway	
City:	Lake Worth	
State/Country:	FLORIDA	
Postal Code:	33460	

PROPERTY NUMBERS Total: 1

Property Type	Number	
Application Number:	13276077	

CORRESPONDENCE DATA

Fax Number: (203)438-6991 Phone: (203) 438-6408

Email: mdowns@finchamdowns.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via

US Mail.

Correspondent Name: Michael Downs

Address Line 1: 470 Main St., Suite 303

Address Line 4: Ridgefield, CONNECTICUT 06877

ATTORNEY DOCKET NUMBER: RD01-021-02

NAME OF SUBMITTER: Michael D. Downs

Total Attachments: 4

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PATENT REEL: 027715 FRAME: 0283 OF \$40.00 132/60//

501822498

Assignment of Rights, Title and Interest in Invention	Docket Number
	DOCKEL HUITIDES
(Multiple inventors; single assignee)	RETP102RUS

		Assignee Informa	ation	
Name	RetailDNA, LLC			
Address (line 1)	1200 N. Dixie Highway			
Address (line 2)				
City	Lake Worth	Sta	ate	Florida
Country	United States of America	Po	stal Code	33460
		Title of Inventio	n:	
METHOD AND S INTELLIGENCE		TIPLE PARTY REWARI	OS USING	A SINGLE ACCOUNT AND ARTIFICIAL
X United S X Foreign	ignment of the following to States of America rights, title rights, title and interest in the States Patent Application Se	e and interest in the in he invention	-	ck all that apply):
Da	te of Execution:	Date of	f Filing: J	anuary 29, 2009
	States Provisional Patent Ap			
United S	States Patent No(s).	-		
Internati	onal (PCT) Patent Applicat	ion Serial No	· · · · · · · · · · · · · · · · · · ·	
Other (s	pecify)			
		inventors (assign	ors)	
	Name			Address
Jonathan OTTO	and the second s	8 Largo Mar Rd., Pali	m Beach, F	florida 33480 US
Andrew VAN LUC	HENE	1012 Marquez Place,	#205a, San	ta Fe, New Mexico 87505 US
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Page 1 of 2

Assignment of Rights, Title and Interest in Invention	Docket Number
(Multiple inventors; single assignee)	RETP102RUS

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 filling 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 Director of the United States Patent and Trademark Office 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 agree to sign and execute all neccessary 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.

	otarization is desired, do not sign here and proceed to next page)
Name	Signature/Date
Jonathan OTTO	4/8/09
Andrew VAN LUCHENE	
1 334 33	

Assignment of Rights, Title and Interest in Invention (Multiple inventors; single assignee)

Docket Number

RETP102RUS

5:16 pm, Jun 12, 2009
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Assignee Information

1568.RETP102RUS CPM

Name	RetnilDNA, LLC		
Address (line 1)	1200 N. Dixie Highway		
Address (line 2)	· · · · · · · · · · · · · · · · · · ·		
City	Lake Worth	State	Florida
Country	United States of America	Postal Code	33460
	Title	of Invention:	
INTELLIGENCE	L		
This is an Ass	ignment of the following rights, titl States of America rights, title and inte	rest in the invention	ck all that apply):
This is an Ass	ignment of the following rights, tit	rest in the invention	ck all that apply):
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This is an Ass X United S X Foreign X United S	ignment of the following rights, titlestates of America rights, title and interest in the inventional states Patent Application Serial No. 1	rest in the invention on 2/322,094 Date of Filing: J	anuary 29, 2009
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Inventors (assignors)

Name	Address		
Jonathan OTTO	8 Largo Mar Rd., Palm Beach, Florida 33480 US		
Andrew VAN LUCHENE	1012 Marquez Place, #205a, Santa Fe, New Mexico 87505 US		
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× 1			

Page 1 of 2

Assignment of Rights, Title and Interest in Invention	Docket Numbe	ır
(Multiple inventors; single assignee)	RETP102RUS	7.7

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 filling 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 Director of the United States Patent and Trademark. Office 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 agree to sign and execute all neccessary 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 (if No	starization is desired, do not sign here and proceed to next page)		
Name	Signature/Date		
Jonathan OTTO			
Andrew VAN LUCIIENE	wedself cliring		
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Page 2 of **2**