

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Gregory J. Mesaros	08/11/2009
RECEIVING PARTY DATA	
Name:	eWinWin, Inc.
Street Address:	5334 Primrose Lake Circle
City:	Tampa
State/Country:	FLORIDA
Postal Code:	33647
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13398809
CORRESPONDENCE DATA	
Fax Number:	(650)391-1395
Phone:	6503911380
Email:	ipdockets@rlaw.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:	Adriana M. Garcia
Address Line 1:	2440 W. El Camino Real
Address Line 2:	6th Floor
Address Line 4:	Mountain View, CALIFORNIA 94040
ATTORNEY DOCKET NUMBER:	EWIN-020COD
NAME OF SUBMITTER:	Adriana M. Garcia
Total Attachments: 2 source=EWIN-020COD_Assignment#page1.tif source=EWIN-020COD_Assignment#page2.tif	

CH \$40.00 13398809

### ASSIGNMENT

For good and valuable consideration received of the hereinafter named assignee, receipt of which is hereby acknowledged, the undersigned


Gregory J. Mesaros  
5334 Primrose Lake Circle  
Tampa, Florida 33647

hereby sell and assign to eWinWin, Inc., a corporation of Delaware having a place of business at 5334 Primrose Lake Circle, Tampa, Florida 33647, U.S.A. its successors and assigns, the entire right, title and interest, so far as concerns the United States and the Territories and Possessions thereof and all foreign countries, in and to the inventions entitled

### MULTIPLE PRICE CURVES AND ATTRIBUTES

for which application for United States Letters Patent has been filed on August 12, 2009 under Serial No. 12/539,714, or was executed by the undersigned on the date below and is being filed concurrently herewith, said application for United States Letters Patent, my and all other applications for Letters Patent on said inventions in countries foreign to the United States, including all divisional, renewal, substitute, continuation and Convention applications based in whole or in part upon said inventions or upon said applications, and any and all Letters Patent and reissues and extensions of Letters Patent granted for said inventions or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said applications and said Letters Patent; said assignee being hereby authorized to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of said assignee or otherwise as said assignee may deem advisable, under the International Convention or otherwise; the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments being hereby authorized to issue or transfer all said Letters Patent to said assignee in accordance herewith; this assignment being under covenant, not only that full power to make the same is had by the undersigned, but also that such assigned right is not encumbered by any grant, license, or other right heretofore given, and that the undersigned will do all acts reasonably serving to assure that said inventions, patent applications and Letters Patent shall be held and enjoyed by said assignee as fully and entirely as the same could have been held and enjoyed by the undersigned if this assignment had not been made, and particularly to execute and deliver to said assignee all lawful documents including petitions, specifications, oaths, assignments, invention disclaimers, and lawful affidavits in form and substance which may be requested by said assignee, to furnish said assignee with all facts relating to said inventions or the history thereof and any and all documents, photographs, models, samples or other physical exhibits which may be useful for establishing the facts of conception, disclosure and reduction to practice of said inventions, and to testify in any proceedings relating to said inventions, patent applications and Letters Patent.

Signed:

  
Gregory J. Mesaros

Date:

8/11/09

**CERTIFICATE OF ACKNOWLEDGMENT**

State of Florida

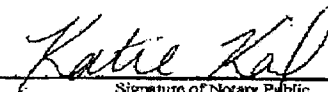
County of Hillsborough

On 8/11/09 before me, Katie Kail, Notary Public,  
Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Gregory J. Mesaros  
Name(s) of Signer(s)

\_\_\_ personally known to me - OR - \_\_\_ proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

  
Signature of Notary Public

