501988765 07/13/2012

PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Donald Kingsborough	09/13/2010

RECEIVING PARTY DATA

Name:	Blackhawk Network, Inc.
Street Address:	5918 Stoneridge Mall Road
City:	Pleasanton
State/Country:	CALIFORNIA
Postal Code:	94588

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13518367

CORRESPONDENCE DATA

Fax Number: (972)731-2289 Phone: 972-731-2288

Email: dallaspatents@dfw.conleyrose.com

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

via US Mail.

Correspondent Name: Rodney B. Carroll

Address Line 1: 5601 Granite Parkway, Suite 750

Address Line 4: Plano, TEXAS 75024

ATTORNEY DOCKET NUMBER: 4001-11702

NAME OF SUBMITTER: Rodney B. Carroll

Total Attachments: 2

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PATENT REEL: 028548 FRAME: 0144 CH \$40,00 135183(

PATENT

Docket. No. 4001-11700

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to Blackhawk Network, Inc. (the "Assignee"), a corporation of the State of Arizona, having a place of business at 5918 Stoneridge Mall Road, Pleasanton, CA 94588-3229, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, entitled "SYSTEM FOR PACKAGING, PROCESSING, AND ACTIVATING A BUNDLED GREETING AND GIFT CARD," Provisional Application Serial No. 61/288,766, filed December 21, 2009, such application and all divisional, continuing, provisional, non-provisional, regular, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will (1) execute all divisional, continuing, provisional, non-provisional, regular, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

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PATENT REEL: 028548 FRAME: 0145 TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

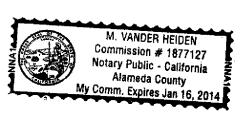
STATE OF CALIFORNIA

COUNTY OF ALAMEDA

On <u>September 13,2010</u> before me, ____M. Vander Heiden personally appeared Donald Kingsborough, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



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RECORDED: 07/13/2012

PATENT REEL: 028548 FRAME: 0146