

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Dave's Design	09/02/2011
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:	12375377
CORRESPONDENCE DATA	
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NAME OF SUBMITTER:	Jerry C. Harris, Jr.
Total Attachments: 1 source=ExecutedAssignment#page1.tif	

CH \$40.00 12375377

ASSIGNMENT

WHEREAS, I, **Dave's Design**

whose post office address appears below, hereinafter referred to as ASSIGNOR, is the owner of the United States Patent Applications and the PCT Application entitled: SYSTEM AND METHOD FOR TARGETED MARKETING AND CONSUMER RESOURCE MANAGEMENT (hereinafter referred to as the INVENTION) for which United States Provisional Application No. 60/833,555, filed on July 27, 2006, PCT International Patent Application No. PCT/US2007/016922, filed on July 27, 2007, and United States Application No. 12/375,377, filed on November 30, 2009.

WHEREAS, **Blackhawk Network, Inc.**

whose post office address is 6620 Stoneridge Mall Road, Pleasanton, California 94588, hereinafter referred to as ASSIGNEE, is desirous of acquiring the ASSIGNOR's right, title, and interest in the INVENTION;

NOW, THEREFORE, for \$10 and other good and valuable consideration, receipt of which is hereby acknowledged, I, ASSIGNOR, do sell, assign, and transfer unto said ASSIGNEE, the entire right, title, and interest in and to said INVENTION and applications, including any and all rights, title, and interest in any division, continuation, continuation-in-part, reissue, and foreign counterpart of said applications, and any patents issuing therefrom.

ALSO, ASSIGNOR hereby agrees to execute any documents that legally may be required in connection with the filing, prosecution and maintenance of said application or any other patent applications for said INVENTION, including additional documents that may be required to affirm the rights of ASSIGNEE in and to said INVENTION, all without further consideration. ASSIGNOR also agrees, without further consideration and at ASSIGNEE's expense, to identify and communicate to ASSIGNEE at ASSIGNEE's request documents and information concerning the INVENTION that are within ASSIGNOR's possession or control, and to provide further assurances and testimony on behalf of ASSIGNEE that lawfully may be required of ASSIGNOR in respect of the prosecution, maintenance, and defense of any patent application or patent encompassed within the terms of this instrument. ASSIGNOR's obligations under this instrument shall extend to ASSIGNOR's heirs, executors, administrators, and other legal representatives.

ALSO, ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks in the United States to issue any and all Letters Patents in the United States referred to above to ASSIGNEE, as the ASSIGNEE of the entire right, title, and interest in and to the same, for ASSIGNEE's sole use and behoof; and for the use and behoof of ASSIGNEE's legal representatives and successors, to the full end of the term for which such Letters Patent may be granted, as fully and entirely as the same would have been held by ASSIGNOR had this assignment and sale not been made.

ASSIGNOR authorizes James S. McDonald, Reg. No. 44,229 to insert or complete any information in this document needed to effect its recordal in the U.S. Patent and Trademark Office.

ASSIGNOR NAME: DAVID CORREIA, OWNER OF DAVE'S DESIGN	ADDRESS 4756 BEECHWOOD AVE., FREMONT, CA 94536
WHERE SIGNED <i>Fremont</i>	
DATE <i>9/2/2011</i>	SIGNATURE <i>David Correia</i>

PATENT