

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
CONVEYING PARTY DATA	
Name	Execution Date
MotivationNet, LLC	04/06/2004
RECEIVING PARTY DATA	
Name:	MyPoints.com Inc.
Street Address:	188 Embarcadero
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94105
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	8046255
CORRESPONDENCE DATA	
Fax Number:	3124740448
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3124746300
Email:	docket@marshallip.com
Correspondent Name:	Marshall, Gerstein & Borun LLP
Address Line 1:	233 S. Wacker Dr.
Address Line 2:	Suite 6300
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	29142/10000D
NAME OF SUBMITTER:	Janis Wilson
Total Attachments: 2 source=10000 asn#page1.tif source=10000 asn#page2.tif	

OP \$40.00 8046255

ASSIGNMENT

Serial No: 09/080,946
Filed: May 19, 1998
Title: DEMOGRAPHIC INFORMATION GATHERING AND INCENTIVE AWARDS SYSTEM
AND METHODS

For Ten Dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, MotivationNet, LLC, a California corporation, (hereinafter "assignor"), hereby assigns to MyPoints.com, Inc., a California corporation with offices at 188 Embarcadero, San Francisco, CA 94105, (hereinafter "assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the invention disclosed in the above-identified application for Letters Patent of the United States, and in said application and any and all other applications, both United States and foreign, which the assignor may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The assignor hereby authorizes recordation of this assignment and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The assignor represents and warrants itself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the assignor hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the assignor further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the assignor with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the assignor hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the assignor if this assignment and sale had not been made.

MARSHALL, GERSTEIN & BORUN, LLP, 6300 Sears Tower, 233 South Wacker Drive, Chicago, Illinois 60606-6357

Sole Inventor

WITNESS my hand on this 6th day of April, 2004.

MotivationNet, LLC.

SM
Steven Rasher
General Counsel

ACKNOWLEDGED on this 6th day of April, 2004, by

MyPoints.com, Inc.

SM
Steven Rasher
General Counsel

State of Illinois

}

} SS

County of Cook

}

On this 6th day of April, 2004 before me, a Notary Public in and for the County and State aforesaid, appeared Steven Rasher, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: 5/3/05 Thomas D. Campuzano

