

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

| SUBMISSION TYPE:                                                                                                                                                                                                                                                                                                                                                                                                 | NEW ASSIGNMENT                                         |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|---------------|--------------------------------------------------------|---------------------|------------------|------------------|------------|--------------------|------------|--------------------|------------|--------------|------------|
| NATURE OF CONVEYANCE:                                                                                                                                                                                                                                                                                                                                                                                            | ASSIGNMENT                                             |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| CONVEYING PARTY DATA                                                                                                                                                                                                                                                                                                                                                                                             |                                                        |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Lee Chau</td> <td>07/15/2013</td> </tr> <tr> <td>Terrence Fischer</td> <td>07/15/2013</td> </tr> <tr> <td>Anthony Mavromatis</td> <td>07/15/2013</td> </tr> <tr> <td>Venkat Varadachary</td> <td>07/15/2013</td> </tr> <tr> <td>Michael Wang</td> <td>07/18/2013</td> </tr> </tbody> </table>              |                                                        | Name          | Execution Date                                         | Lee Chau            | 07/15/2013       | Terrence Fischer | 07/15/2013 | Anthony Mavromatis | 07/15/2013 | Venkat Varadachary | 07/15/2013 | Michael Wang | 07/18/2013 |
| Name                                                                                                                                                                                                                                                                                                                                                                                                             | Execution Date                                         |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| Lee Chau                                                                                                                                                                                                                                                                                                                                                                                                         | 07/15/2013                                             |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| Terrence Fischer                                                                                                                                                                                                                                                                                                                                                                                                 | 07/15/2013                                             |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| Anthony Mavromatis                                                                                                                                                                                                                                                                                                                                                                                               | 07/15/2013                                             |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| Venkat Varadachary                                                                                                                                                                                                                                                                                                                                                                                               | 07/15/2013                                             |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| Michael Wang                                                                                                                                                                                                                                                                                                                                                                                                     | 07/18/2013                                             |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| RECEIVING PARTY DATA                                                                                                                                                                                                                                                                                                                                                                                             |                                                        |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| <table border="1"> <tr> <td>Name:</td> <td>American Express Travel Related Services Company, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>200 Vesey Street</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10285-4900</td> </tr> </table>                                                                        |                                                        | Name:         | American Express Travel Related Services Company, Inc. | Street Address:     | 200 Vesey Street | City:            | New York   | State/Country:     | NEW YORK   | Postal Code:       | 10285-4900 |              |            |
| Name:                                                                                                                                                                                                                                                                                                                                                                                                            | American Express Travel Related Services Company, Inc. |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| Street Address:                                                                                                                                                                                                                                                                                                                                                                                                  | 200 Vesey Street                                       |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| City:                                                                                                                                                                                                                                                                                                                                                                                                            | New York                                               |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| State/Country:                                                                                                                                                                                                                                                                                                                                                                                                   | NEW YORK                                               |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| Postal Code:                                                                                                                                                                                                                                                                                                                                                                                                     | 10285-4900                                             |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| PROPERTY NUMBERS Total: 1                                                                                                                                                                                                                                                                                                                                                                                        |                                                        |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13794145</td> </tr> </tbody> </table>                                                                                                                                                                                                                                        |                                                        | Property Type | Number                                                 | Application Number: | 13794145         |                  |            |                    |            |                    |            |              |            |
| Property Type                                                                                                                                                                                                                                                                                                                                                                                                    | Number                                                 |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| Application Number:                                                                                                                                                                                                                                                                                                                                                                                              | 13794145                                               |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| CORRESPONDENCE DATA                                                                                                                                                                                                                                                                                                                                                                                              |                                                        |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| <p>Fax Number: 6023826070<br/> <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 602-382-6228<br/>       Email: krigby@SWLAW.COM<br/>       Correspondent Name: Howard I. Sobelman, Snell &amp; Wilmer L.L.P.<br/>       Address Line 1: 400 East Van Buren<br/>       Address Line 2: One Arizona Center<br/>       Address Line 4: Phoenix, ARIZONA 85004</p> |                                                        |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| ATTORNEY DOCKET NUMBER:                                                                                                                                                                                                                                                                                                                                                                                          | 11655.06300                                            |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |
| NAME OF SUBMITTER:                                                                                                                                                                                                                                                                                                                                                                                               | Howard I. Sobelman                                     |               |                                                        |                     |                  |                  |            |                    |            |                    |            |              |            |

CH \$40.00 13794145

|                                                                                          |                                                            |
|------------------------------------------------------------------------------------------|------------------------------------------------------------|
| Signature:                                                                               | /Howard I. Sobelman/                                       |
| Date:                                                                                    | 07/19/2013                                                 |
|                                                                                          | This document serves as an Oath/Declaration (37 CFR 1.63). |
| Total Attachments: 2<br>source=116556300_CDA#page1.tif<br>source=116556300_CDA#page2.tif |                                                            |

IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE

COMBINED DECLARATION AND ASSIGNMENT FOR UTILITY OR DESIGN APPLICATION  
USING AN APPLICATION DATA SHEET

Inventor(s): Lee Chau, et al.

Docket No.: 11655.6300

Serial No.: 13/794,145

Filing Date: March 11, 2013

Title: SYSTEMS AND METHODS FOR  
TAILORING MARKETING

Pursuant to 35 U.S.C. 115(e), Applicant herewith submits for recordation a combined declaration and assignment.

Declaration

As the below named inventor, I hereby declare that:

The captioned application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I acknowledge that a person may not execute an oath or declaration for an application unless that person has reviewed and understands the contents of the application, including the claims, and is aware of the duty to disclose to the U.S. Patent and Trademark Office all information known to the person to be material to patentability as defined in 37 CFR 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than (5) years, or both.

Assignment

The undersigned inventor(s) (singly and collectively, "ASSIGNOR") have invented the subject matter disclosed and/or claimed in the captioned patent application;

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC., a subsidiary of AMERICAN EXPRESS COMPANY (hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of New York having its principal place of business and mailing address at 200 Vesey Street, New York, New York 10285-4900, is desirous of memorializing its interest therein.

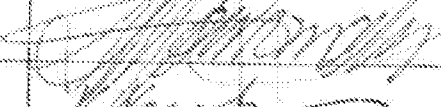
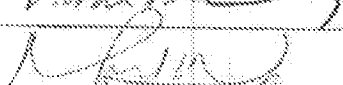
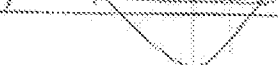
The undersigned ASSIGNOR hereby confirms that ASSIGNOR is a full time salaried employee, past employee or a contractor of AMERICAN EXPRESS COMPANY or one of its subsidiary companies (collectively "AXP") and that ASSIGNOR developed the subject matter of the inventions on AXP's time and at the expense of AXP and within the scope of ASSIGNOR's duties as an employee of AXP and thereby ASSIGNOR recognizes that AXP owns the inventions as described in the aforesaid application. Nonetheless to comport with Patent Office procedures, ASSIGNOR memorializes that relationship in the form of this assignment.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto ASSIGNEE, its successors, assigns and legal representatives, any and all of ASSIGNOR's rights, title, and interest to the subject matter and inventions, as

described in the aforesaid application, including patent, copyright and any other intellectual property rights, any provisional, non-provisional, continuation, continuation in part, divisional, reissue, reexamination, foreign, PCT or other patent application or like document, or any other application which claims priority to said application, including the rights to sue for all past and future causes of action related to said inventions and subject matter, in the United States and all foreign countries, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States adheres, and hereby authorizes and requests all countries to issue said patents to ASSIGNEE, including all renewals, extensions, and reissue and reexamination certificates for the sole use and benefit of ASSIGNEE, its successors, assigns and legal representatives.

ASSIGNOR, without further remuneration, hereby transfers and agrees to transfer to ASSIGNEE, its successors, assigns and legal representatives a like interest in and to any improvements, related new matter, and derivative works, and applications based thereon, growing out of or relating to the inventions or subject matter, and to provide all reasonable assistance and execute any papers, if accurate, desired by ASSIGNEE, its successors, assigns and legal representatives, to preserve, acquire and/or perfect ASSIGNEE'S full rights, title and interest in and to the invention(s) and subject matter and any improvements and to file any of the aforementioned applications, or to further memorialize ASSIGNEE'S prior agreement to do so; ASSIGNOR authorizes ASSIGNEE and its appointed patent counsel to insert on this document any further identification that may be necessary or desirable by any patent office.

EXECUTED as of the date(s) written below by DECLARANT/ASSIGNOR:

| INVENTOR'S LEGAL NAME | SIGNATURE                                                                            | DATE      |
|-----------------------|--------------------------------------------------------------------------------------|-----------|
| Lee Chau              |  | 7/15/2013 |
| Terrence Fischer      |  | 7/15/2013 |
| Anthony Mavromatis    |  | 7/15/2013 |
| Venkat Varadachary    |  | 7/15/2013 |
| Michael Wang          |   | 7/15/2013 |