

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
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Property Type	Number
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Date:	10/18/2013
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ASSIGNMENT FOR PATENT APPLICATION

I/We, the undersigned (each) have agreed and hereby agree to assign to **Alliance Data Systems Corporation** having a place of business at 7500 Dallas Parkway, Suite 700, Plano, Texas 75024 (hereinafter referred to as "Alliance Data Systems"), in furtherance of my/our obligations to the Alliance Data Systems Corporation and its subsidiaries and affiliates, and do hereby assign and transfer to Alliance Data Systems, its successors and assigns, the entire right, title and interest, including the right of priority, in the invention, to and under an application for Letters Patent of the United States entitled:

DISPLAYING AN ANIMATED DIGITAL WATERMARK

Filing Date: _____ **Application No:** _____

and the invention(s) and improvement(s) set forth therein, and any and all continuations, continuations-in-part (C-I-P's), divisionals, and renewals of and substitutes for said application for said Letters Patent, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore; and any reissues, or reexaminations, or extensions of said Letters Patent. I/we additionally authorize Alliance Data Systems to file applications in my/our name for Letters Patent in any country, to be held and enjoyed by Alliance Data Systems, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by me/us had this assignment, and transfer not been made; AND I/we hereby covenant that I/we have full right to convey the entire interest herein assigned, and that I/ we have not executed and will not execute any agreement in conflict herewith, and I/we further covenant and agree that I/we will, each time a request is made, and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said invention(s) or improvement(s), said application and said Letters Patent, to Alliance Data Systems, its successors, assigns, nominees or legal representatives, and I/we agree to communicate to Alliance Data Systems, or to its nominee, all known facts respecting said invention(s) or improvement(s), said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisionals, continuations, C-I-P's, reissue and foreign applications, to make all rightful oaths and declarations, and generally to do everything possible to aid Alliance Data Systems, its successors, assigns, nominees and legal representatives to obtain and enforce, for its or their own benefit, proper patent protection for said invention(s) or improvement(s) in any and all countries provided the expenses which may be incurred by me/us in lending such cooperation and assistance are paid by Alliance Data Systems; AND I/we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to Alliance Data Systems, as assignee of the entire right, title and interest, any and all Letters Patent for said invention(s) or improvement(s), including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment. I/we further authorize and direct the attorneys of record to insert the serial number and filing date of said application now identified by the

attorney docket number and title set forth above as soon as the same shall have been made known to them by the United States Patent and Trademark Office.

Signed on the date(s) indicated beside my (our) signature(s).

1) Signature: David NACK
Typed Name: David NACK

Date: 10/18/2013

2) Signature: James Eversole Donovan
Typed Name: James Eversole DONOVAN

Date: 10/18/2013