

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2838022

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
EDWARD W. FORDYCE III	12/17/2010
MICHELLE ENG WINTERS	11/08/2010
LEIGH AMARO	11/19/2010
RECEIVING PARTY DATA	
Name:	VISA U.S.A. INC
Street Address:	P.O. BOX 8999
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94128-8999
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14267143
CORRESPONDENCE DATA	
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
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Correspondent Name:	GREENBERG TRAUIG LLP
Address Line 1:	77 WEST WACKER DRIVE SUITE 3100
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ATTORNEY DOCKET NUMBER:	119945-408183/US
NAME OF SUBMITTER:	MENG SUI
SIGNATURE:	/Meng Sui/
DATE SIGNED:	05/01/2014
Total Attachments: 3	
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PATENT ASSIGNMENT

WHEREAS, WE, Edward W. Fordyce III, Michelle Eng Winters and Leigh Amaro, whose post office addresses are set forth below, have invented and own a certain invention entitled:

SYSTEMS AND METHODS TO PROVIDE INTELLIGENT ANALYTICS TO CARDHOLDERS AND MERCHANTS

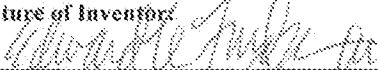
for which an application for a United States Patent was filed in the United States Patent and Trademark Office on October 15, 2010 and assigned U.S. Patent Application Ser. No. 12/905,954.

WHEREAS, Visa U.S.A. Inc., a corporation organized and existing under the laws of the State of Delaware, and having a mailing address of P.O. Box 8999, San Francisco, CA 94128-8999, (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefore in the United States and in any and all foreign countries.

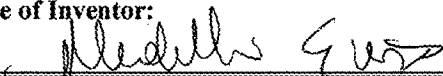
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, we hereby sell, assign and transfer to ASSIGNEE for receipt of which is hereby acknowledged, the full and exclusive right, title and interest to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, continuation-in-part, divisional, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

WE HEREBY COVENANT that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; and

WE FURTHER COVENANT that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to us and we will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

Full Name of Inventor	Last Name Fordyce III	First Name Edward	Middle Name W.
Residence & Citizenship	City Sedalia	State CO	Country of Citizenship US
Mailing Address	Street 3675 S. Perry Park Road	City Sedalia	State & Zip Code CO 80135
Signature of Inventor 		Date: Dec 17, 2010	

PATENT ASSIGNMENT (CONTINUED)

Full Name of Inventor	Last Name Winters	First Name Michelle	Middle Name Eng
Residence & Citizenship	City Belmont	State CA	Country of Citizenship US
Mailing Address	Street 2004 Forest Avenue	City Belmont	State & Zip Code CA 94002
Signature of Inventor: 		Date: 11/8/10	

Full Name of Inventor	Last Name Amaro	First Name Leigh	Middle Name
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Mailing Address	Street 1625 Whipple Avenue	City Redwood City	State & Zip Code CA 94026
Signature of Inventor:		Date:	

Docket No. P-40818/119945-408181/US

PATENT ASSIGNMENT (CONTINUED)

Full Name of Inventor	Last Name Winters	First Name Michelle	Middle Name Eng
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Mailing Address	Street 2004 Forest Avenue	City Belmont	State & Zip Code CA 94002
Signature of Inventor:			Date:

Full Name of Inventor	Last Name Amaro	First Name Leigh	Middle Name
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Mailing Address	Street 1625 Whipple Avenue	City Redwood City	State & Zip Code CA 94026
Signature of Inventor: <i>Leigh Amaro</i>			Date: 11/19/2010