

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT5159251

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
VISA U.S.A. INC.	11/02/2017
RECEIVING PARTY DATA	
Name:	VISA INTERNATIONAL SERVICE ASSOCIATION
Street Address:	P.O. BOX 8999
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94128
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16142262
CORRESPONDENCE DATA	
Fax Number:	(412)471-4094
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	412-471-8815
Email:	assignments@webblaw.com
Correspondent Name:	THE WEBB LAW FIRM / VISA INTERNATIONAL
Address Line 1:	ONE GATEWAY CENTER
Address Line 2:	420 FT. DUQUESNE BLVD, SUITE 1200
Address Line 4:	PITTSBURGH, PENNSYLVANIA 15222
ATTORNEY DOCKET NUMBER:	8223-1804839(P-41023US02)
NAME OF SUBMITTER:	STEVEN D. CZAJKOWSKI, REG. NO. 67,319
SIGNATURE:	/Steven D. Czajkowski/
DATE SIGNED:	09/26/2018
Total Attachments: 1	
source=Assignment from Visa USA to Visa Intl#page1.tif	

ASSIGNMENT

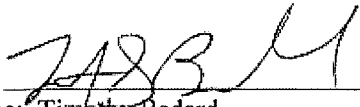
WHEREAS, **Visa U.S.A. Inc.**, a corporation of Delaware (hereinafter called "Assignor"), is the owner, by assignment recorded at Reel/Frame 024015/0389, of United States Patent No. 9,697,520, issued July 4, 2017, entitled "Merchant Configured Advertised Incentives Funded Through Statement Credits"; and

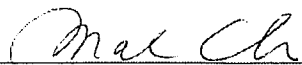
WHEREAS, **Visa International Service Association**, a corporation of Delaware, located at P.O. Box 8999, San Francisco, California 94128 (hereinafter called "Assignee"), is desirous of acquiring Visa U.S.A. Inc.'s, right, title, and interest in and to said United States Patent No. 9,697,520 and the invention covered thereby.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over to Assignee, Assignor's interest in United States Patent No. 9,697,520 and any continuations, divisionals and reissues thereof, and the inventions covered thereby, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term for which any patent may be granted or reissued as fully and entirely as the same would have been held and enjoyed by Assignor, if this assignment and sale had not been made; together with all claims for damages by reason of past infringement of any such patent, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

AND, Assignor hereby authorizes and requests the United States Commissioner for Patents to record this assignment to Assignee of its entire interest, and hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement inconsistent therewith.

IN TESTIMONY WHEREOF, Assignor has caused this assignment to be executed effective the 2nd day of November, 2017.

By:  _____ VISA U.S.A. INC.
Name: Timothy Bedard
Title: Vice President

 _____
Witness: Maki Cho