

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5413845

|                                                                                                                                                                                                 |                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | NEW ASSIGNMENT                    |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | ASSIGNMENT                        |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                                   |
| <b>Name</b>                                                                                                                                                                                     | <b>Execution Date</b>             |
| KRISTI S. HEBNER                                                                                                                                                                                | 02/28/2012                        |
| CATHRYN H. "KATIE" HARLOW                                                                                                                                                                       | 02/28/2012                        |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                                   |
| <b>Name:</b>                                                                                                                                                                                    | CAPITAL ONE FINANCIAL CORPORATION |
| <b>Street Address:</b>                                                                                                                                                                          | 1680 CAPITAL ONE DRIVE            |
| <b>City:</b>                                                                                                                                                                                    | MCLEAN                            |
| <b>State/Country:</b>                                                                                                                                                                           | VIRGINIA                          |
| <b>Postal Code:</b>                                                                                                                                                                             | 22102                             |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                                                |                                   |
| <b>Property Type</b>                                                                                                                                                                            | <b>Number</b>                     |
| <b>Application Number:</b>                                                                                                                                                                      | 16295697                          |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                      |                                   |
| <b>Fax Number:</b>                                                                                                                                                                              | (404)885-3900                     |
| <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> |                                   |
| <b>Phone:</b>                                                                                                                                                                                   | 4048853000                        |
| <b>Email:</b>                                                                                                                                                                                   | katherine.swider@troutman.com     |
| <b>Correspondent Name:</b>                                                                                                                                                                      | TROUTMAN SANDERS LLP/CAPITAL ONE  |
| <b>Address Line 1:</b>                                                                                                                                                                          | 600 PEACHTREE STREET, NE          |
| <b>Address Line 2:</b>                                                                                                                                                                          | SUITE 3000                        |
| <b>Address Line 4:</b>                                                                                                                                                                          | ATLANTA, GEORGIA 30308            |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                  | COF5055CON                        |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                       | GAYLON C. HOLLIS                  |
| <b>SIGNATURE:</b>                                                                                                                                                                               | /Gaylon C. Hollis/                |
| <b>DATE SIGNED:</b>                                                                                                                                                                             | 03/11/2019                        |
| <b>Total Attachments: 6</b>                                                                                                                                                                     |                                   |
| source=COF5055CON - Assignment (Inventors to COFC)#page1.tif                                                                                                                                    |                                   |
| source=COF5055CON - Assignment (Inventors to COFC)#page2.tif                                                                                                                                    |                                   |
| source=COF5055CON - Assignment (Inventors to COFC)#page3.tif                                                                                                                                    |                                   |
| source=COF5055CON - Assignment (Inventors to COFC)#page4.tif                                                                                                                                    |                                   |

source=COF5055CON - Assignment (Inventors to COFC)#page5.tif

source=COF5055CON - Assignment (Inventors to COFC)#page6.tif

**PATENT**

**REEL: 048555 FRAME: 0720**

## ASSIGNMENT

WHEREAS, WE, **Duane SMITH, Jr.** residing at **1346 Autumn Breeze Drive, Oilville, Virginia 23129**; **Ricardo ALVAREZ** residing at **11421 Bell Tower Court, Richmond, Virginia 23233**; **Michael K. NOLAN** residing at **4106 Hanover Avenue, Richmond, Virginia 23221**; **Kristi S. HEBNER** residing at **12113 Hermon Farms Lane, Ashland, Virginia 23005**; and **Cathryn H "Katie" HARLOW** residing at **8324 Kingsthorpe Terrace, Richmond, Virginia 23229**; have invented certain new and useful improvements in and to the subject matter of:

### SYSTEMS AND METHODS FOR PROVIDING CUSTOMERS WITH MATCHING REWARDS

described in an application for United States Letters Patent filed on **February 29, 2012**, and accorded Application No. **13/408,659**,

AND, WHEREAS, **CAPITAL ONE FINANCIAL CORPORATION**, a corporation organized under the laws of the State of Delaware, having a place of business located at **1680 Capital One Drive, McLean, Virginia 22102** ( hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to the improvements and under the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, receipt of which is hereby acknowledged, WE do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, our entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said improvements, said United States application, any other United States applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on said United States application or in whole or in part on said improvements, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said improvements, and in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said improvements or any parts thereof;

AND WE hereby authorize and request our agents, **Hunton & Williams LLP**, whose address is **2200 Pennsylvania Avenue, N.W., Washington, DC 20037**, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said application when known.

AND WE hereby agree for ourselves and our heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced application or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings, or other applications for patents of any region or country, that may be necessary to secure to ASSIGNEE

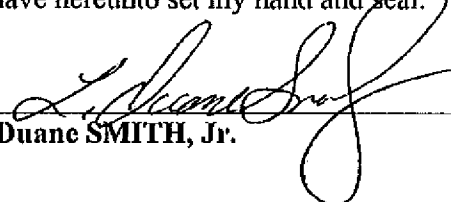
its interest and title in and to said improvements or any parts thereof, and in and to said several patents or any of them;

AND WE hereby covenant for ourselves and our legal representatives, and agree with said ASSIGNEE, its successors and assigns, that WE have granted no right or license to make, use, sell or offer to sell said improvements, to anyone except said ASSIGNEE, that prior to the execution of this deed, our right, title and interest in said improvements had not been otherwise encumbered, and that WE have not and will not execute any instrument in conflict therewith;

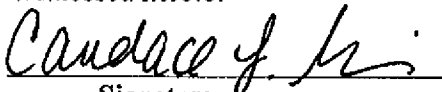
AND WE do hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent which may be granted upon said United States applications, or upon said improvements or any parts thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, I have hereunto set my hand and seal.

2/28/12  
Date

  
Duane SMITH, Jr.

Witnessed hereto:

  
Signature

Candace L. Grimes  
Print Name

2/28/12  
Date

HUNTON & WILLIAMS LLP  
INTELLECTUAL PROPERTY DEPARTMENT  
2200 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, DC 20037  
(202) 955-1500 (TELEPHONE)  
(202) 778-2201 (FACSIMILE)

2/28/12  
Date

  
Ricardo ALVAREZ

Witnessed hereto:

Candace J. H.  
Signature

Candace L. Grimes  
Print Name

2/28/12  
Date

HUNTON & WILLIAMS LLP  
INTELLECTUAL PROPERTY DEPARTMENT  
2200 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, DC 20037  
(202) 955-1500 (TELEPHONE)  
(202) 778-2201 (FACSIMILE)

2/24/12  
Date

Michael K. Nolan  
Michael K. NOLAN

Witnessed hereto:

Stephan Weir  
Signature

Stephan Weir  
Print Name

2/24/12  
Date

HUNTON & WILLIAMS LLP  
INTELLECTUAL PROPERTY DEPARTMENT  
2200 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, DC 20037  
(202) 955-1500 (TELEPHONE)  
(202) 778-2201 (FACSIMILE)

2/28/2012  
Date

Kristi S. Hebnr.  
Kristi S. HEBNER

Witnessed hereto:

Melissa Conti  
Signature

Melissa Conti  
Print Name

2/28/2012  
Date

HUNTON & WILLIAMS LLP  
INTELLECTUAL PROPERTY DEPARTMENT  
2200 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, DC 20037  
(202) 955-1500 (TELEPHONE)  
(202) 778-2201 (FACSIMILE)

2/28/12  
Date

Cathryn "Katie" Harlow  
Cathryn H. "Katie" HARLOW

Witnessed hereto:

Robin Dawson  
Signature

ROBIN DAWSON  
Print Name

3-1-12  
Date

HUNTON & WILLIAMS LLP  
INTELLECTUAL PROPERTY DEPARTMENT  
2200 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, DC 20037  
(202) 955-1500 (TELEPHONE)  
(202) 778-2201 (FACSIMILE)