

FORM PTO-1595
(Modified)

RECORDATION FOI

02-09-1999

DEPARTMENT OF COMMERCE
Patent and Trademark Office

PATENT



100960759

To the Honorable Commissioner of Patents and Trademarks: Pl.

Documents or copy thereof.

1. Name of conveying party(ies):

Peter J. Simons Andrew F. Bennett
Glenn S. Morgan William J. RayAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

2-5-99

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: 12/15/98; 01/13/99; and 01/18/99

2. Name and address of receiving party(ies):

Name: Valassis Communications, Inc.Internal Address: Same as street addressStreet Address: 35955 Schoolcraft RoadCity: Livonia State: Michigan Zip: 48150Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s)

USSN 09/189,548; filed 11/11/98

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jeffrey M. SzumaAddress: Brooks & Kushman P.C.1000 Town Center, Twenty-Second FloorCity: Southfield State: MI ZIP: 480756. Total number of applications and patents involved: 17. Total Fee (37 C.F.R. § 3.41) \$ 40.00☒ Enclosed☐ Authorized to be charged to Deposit Account

8. Deposit Account Number: _____

(Attach duplicate copy of this page if paying by Deposit Account)

DO NOT USE THIS SPACE

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.

DAVID S. BIR

Name of Person Signing

Signature

2/2/99

Date

Total number of pages including cover sheet, attachments, and document: -3-Mail documents to be recorded with required cover sheet information to:
Box Assignments, Hon. Commissioner of Patents and Trademarks
Washington, D.C. 20231

02/08/1999 JMW/KLS 00000033 09189548 40.00 DP

FC:501

PATENT

REEL: 9743 FRAME: 0013

ASSIGNMENT

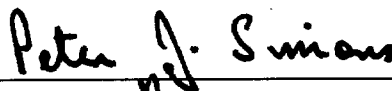
For the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, we, Peter J. Simons of 29632 Harrow Drive, Farmington Hills, MI, 48331; Andrew F. Bennett of 11327 Fairfield Street, Livonia, MI, 48150; Glenn S. Morgan of 28036 Six Mile Rd., Livonia, MI, 48152; and William J. Ray of 4169 Indian Glen, Okemos, MI, 48864, respectively, do hereby assign, sell and set over to Valassis Communications, Inc., a corporation organized and existing under the laws of the State of Delaware and having a place of business at 35955 Schoolcraft Road, Livonia, MI, 48150, hereinafter referred to as the ASSIGNEE, its successors, assigns or other legal representatives, the entire right, title and interest, domestic and foreign, in and to the inventions and discoveries in

SYSTEM AND METHOD FOR ANALYZING COUPON REDEMPTION DATA

set forth in the application filed by us on November 11, 1998 with the United States Patent and Trademark Office as U.S. Serial Number 08/189,548, including the right of said ASSIGNEE, its successors, assigns or other legal representatives to make applications and to receive Letters Patent for said inventions and discoveries in any and all foreign countries in its or their own name or names, or in our names, at its or their election, and we hereby assign, sell and set over to said ASSIGNEE, its successors, assigns or other legal representatives, all rights of priority in and to said inventions and discoveries in all countries.

And we hereby agree for ourselves, our heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries and to perform any and all acts which said ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and set over.

And we hereby represent and warrant that we have not granted any rights inconsistent with the rights granted herein.



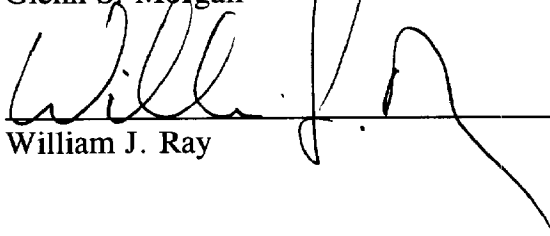
Peter J. Simons



Andrew F. Bennett



Glenn S. Morgan



William J. Ray

STATE OF MICHIGAN)
) ss.
COUNTY OF WAYNE)

On this 13th day of January , 1999, personally appeared before me Peter J. Simons, to me known to be the person named in and who executed the above instrument, and acknowledged that he executed the same for the uses and purposes therein mentioned.

Patricia Y. Barton
Notary Public
My Commission expires: 12-31-2002
PATRICIA Y. BARTON
Notary Public, Wayne County, MI
My Commission Expires 12/31/2002

(SEAL)

STATE OF MICHIGAN)
) ss.
COUNTY OF WAYNE)

On this 15th day of December , 1998, personally appeared before me Andrew F. Bennett, to me known to be the person named in and who executed the above instrument, and acknowledged that he executed the same for the uses and purposes therein mentioned.

Patricia Y. Barton
Notary Public
My Commission expires: 12-31-2002
PATRICIA Y. BARTON
Notary Public, Wayne County, MI
My Commission Expires 12/31/2002

(SEAL)

STATE OF MICHIGAN)
) ss.
COUNTY OF WAYNE)

On this 15th day of December , 1998, personally appeared before me Glenn S. Morgan, to me known to be the person named in and who executed the above instrument, and acknowledged that he executed the same for the uses and purposes therein mentioned.

Patricia Y. Barton
Notary Public
My Commission expires: 12-31-2002
PATRICIA Y. BARTON
Notary Public, Wayne County, MI
My Commission Expires 12/31/2002

(SEAL)

STATE OF MICHIGAN)
) ss.
COUNTY OF WAYNE)

On this 19th day of January , 1999, personally appeared before me William J. Ray, to me known to be the person named in and who executed the above instrument, and acknowledged that he executed the same for the uses and purposes therein mentioned.

Patricia Y. Barton
Notary Public
My Commission expires: 12-31-2002
PATRICIA Y. BARTON
Notary Public, Wayne County, MI
My Commission Expires 12/31/2002

(SEAL)