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1. Name of conveying party(ies):

John A. GIULIANI

Additional name(s) of conveying party(ies) attached?
☐ Yes ☒ No

Name and address of receiving party(ies):

Name: CATALINA MARKETING
INTERNATIONAL, INC.

Address: 11300 9TH Street North, St.
Petersburg, Florida 33716

3. Nature of Conveyance:

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

Additional name(s) & address(es) attached?
☐ Yes ☒ No

Execution Date: August 16, 1999

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)

09/323,538

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.
Attorneys at Law
Fourth Floor
1755 Jefferson Davis Highway
Arlington, Virginia 22202

6. Total number of applications and patents involved:
1

7. Total fee (37 CFR 3.41):.....\$ 40.00

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number: 15-0030

(Attach duplicate copy of this page if paying by deposit account)

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Carlos R. Villamar

Name of Person Signing
Registration No. 43,224

Signature

8/24/99

Date
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Assignment Of Application

Page 1 of 2

WHEREAS, I (WE) John A. GIULIANI

350 Ravine Park Drive East

Lake Forest, Illinois 60045

**INSERT NAMES
AND RESIDENCE
ADDRESSES OF
THE INVENTORS:**

..., respectively,

INSERT TITLE
OF INVENTION:

have invented certain new and useful improvements in: PROCESS, SYSTEM AND COMPUTER READABLE MEDIUM FOR IN-STORE PRINTING OF DISCOUNT COUPONS AND/OR OTHER PURCHASING INCENTIVES IN VARIOUS DEPARTMENTS WITHIN A RETAIL STORE

INSERT DATE IN-
VENTORS SIGNED
DECLARATION:

for which an application for Letters Patent was executed on _____

(Application No. 09/323,538, filed June 1, 1999), and

INSERT NAME
AND ADDRESS OF
COMPANY OR
OTHER ASSIGNEE.

WHEREAS, CATALINA MARKETING INTERNATIONAL, INC.

(hereinafter referred to as "ASSIGNEE") having a place of business at: _____

11300 9th Street North, St. Petersburg, Florida 33716

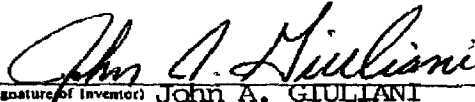
is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefore in the United States and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the receipt whereof is hereby acknowledged, and for other good and valuable consideration, I (WE), by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations, substitutions and renewals thereof.

I (WE) hereby authorize and request the Patent Office Officials in the United States and its territorial possessions and any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letter Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

The undersigned hereby grant(s) the firm of Oblon, Spivak, McClelland, Maier & Neustadt, P.C. of Fourth Floor, 1755 Jefferson Davis Highway, Arlington, Virginia 22202 the power to insert on this assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: <u>8/16/99</u>	 (Signature of Inventor) JOHN A. GIULIANI
Date: _____	(Signature of Inventor) _____
Date: _____	(Signature of Inventor) _____
Date: _____	(Signature of Inventor) _____
Date: _____	(Signature of Inventor) _____
Date: _____	(Signature of Inventor) _____
Date: _____	(Signature of Inventor) _____

OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.
ATTORNEYS AT LAW
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1755 JEFFERSON DAVIS HIGHWAY
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