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<b>Receiving Party</b> <input type="checkbox"/> Mark if additional names of receiving parties attached  Name (line 1) <u>Catalina Marketing International, Inc.</u>  Name (line 2)  Address (line 1) <u>11300 9th St. N.</u>  Address (line 2) Address (line 3) <u>St. Petersburg,</u> <u>FL</u> <u>33716</u> city State/Country Zip Code	<input type="checkbox"/> If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)
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Correspondent Name and Address

Area Code and Telephone Number (727) 579-5355Name Jeffrey N. GiuntaAddress (line 1) Catalina Marketing International, Inc.Address (line 2) 11300 9th St. N.Address (line 3) St. Petersburg, FL 33716

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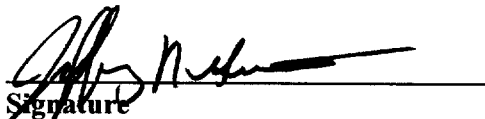
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*To the best of my knowledge and belief, the foregoing information is true and correct and any  
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indicated herein.*Jeffrey N. Giunta

Name of Person Signing

  
SignatureDecember 1, 1999

Date

**ASSIGNMENT OF PATENT APPLICATION**

WHEREAS, We, **Nicky Hull**, 51 Langley Close, Headington, Oxford, OX3 7DB, and **Dak Liyanearachchi**, 5 Castle Mount, Headington, Oxford, NN13 7HF have invented certain new and useful improvements in: Automated Method and System for Automated Tracking, Charging and Analysis of Multiple Sponsor Discount Coupons, for which an application for Letters Patent was executed on \_\_\_\_\_, 1999 and

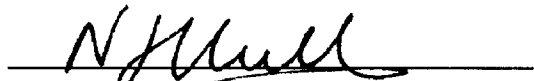
WHEREAS, **Catalina Marketing International, Inc.** (hereinafter referred to as "ASSIGNEE") having a place of business at: 11300 9th St. N., St. Petersburg, FL 33716, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted 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, 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.

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 our entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its 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 us had this Assignment and sale not been made.

Further, we agree that we will communicate to said ASSIGNEE or its representatives any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue application, 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 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 Jeffrey N. Giunta, Registration No. 42,583, and John J. Halak, Registration No. 27,793, the power to insert on this assignment any further identification, including the application number and the 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.



Inventor's Signature

Nicky Hull

15/11/99  
DATE



Inventor's Signature

Dak Liyanearachchi

15/11/99  
DATE