

06-26-2000

FORM PTO-1595  
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DOCKET NO. 7791-0109-25

101390074

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Nancy May KENNEDY, Mary Ann SCHMIDT, Clinton  
Douglas BROWN and Timothy Michael RYAN

Name and address of receiving party(ies):

Name: CATALINA MARKETING  
INTERNATIONAL, INC.Address: 11300 9<sup>TH</sup> Street North,  
St. Petersburg, Florida 33716

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

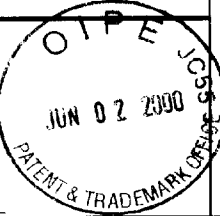
3. Nature of Conveyance:

☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Additional name(s) &amp; address(es) attached?

☐ Yes ☒ No

Execution Date: April 20, 26, 25, 25, 2000



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)

09/526,535

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No5. Name and address of party to whom correspondence  
concerning document should be mailed:OBLON SPIVAK MCCLELLAND MAIER AND NEUSTADT  
FOURTH FLOOR  
1755 JEFFERSON DAVIS HIGHWAY  
ARLINGTON, VA 22202

6. Total number of applications and patents involved:

17. Total fee (37 CFR 3.41):.....\$ 40.00☒ Enclosed  
☐ Authorized to be charged to deposit account8. Deposit account number: 15-0030(Attach duplicate copy of this page if paying by deposit  
account)

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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.Richard A. Neifeld,  
Name of Person Signing  
Registration No. 35,299

Signature

Date

Total number of pages including  
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OMB No. 0651-0011 (exp. 4/94)

Joseph A. Scafetta, Jr.  
Registration No. 26,803

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REEL: 010866 FRAME: 0549

## Assignment Of Application

Page 1 of 2

WHEREAS, I (WE) Nancy May Kennedy of Dallas, Texas; Mary Ann

Schmidt of Cincinnati, Ohio; Clinton Douglas Brown of Edgewood,

Kentucky and Timothy Michael Ryan of Crescent Springs, Kentucky

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

\_\_\_\_\_, respectively.

have invented certain new and useful improvements in: METHOD AND SYSTEM FOR

## DELIVERING TARGETED RESEARCH INVITATIONS

for which an application for Letters Patent was executed on

(Application No. 09/526,535, filed March 16, 2000), and

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: April 20, 2000

  
(Signature of Inventor) Nancy May Kennedy

Date: \_\_\_\_\_

(Signature of Inventor) Mary Ann Schmidt

Date: \_\_\_\_\_

(Signature of Inventor) Clinton Douglas Brown

Date: \_\_\_\_\_

(Signature of Inventor) Timothy Michael Ryan

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  
FOURTH FLOOR  
1755 JEFFERSON DAVIS HIGHWAY  
ARLINGTON, VIRGINIA 22202

# Assignment Of Application

Page 1 of 2

INSERT NAMES  
AND RESIDENCE  
ADDRESSES OF  
THE INVENTORS:

WHEREAS, I (WE) Nancy May Kennedy of Dallas, Texas; Mary Ann  
Schmidt of Cincinnati, Ohio; Clinton Douglas Brown of Edgewood,  
Kentucky and Timothy Michael Ryan of Crescent Springs, Kentucky

INSERT TITLE  
OF INVENTION:

have invented certain new and useful improvements in: METHOD AND SYSTEM FOR  
DELIVERING TARGETED RESEARCH INVITATIONS

INSERT DATE IN-  
VENTORS SIGNED  
DECLARATION:

for which an application for Letters Patent was executed on \_\_\_\_\_  
(Application No. 09/526,535, filed March 16, 2000), 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

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Date: \_\_\_\_\_

(Signature of Inventor) Nancy May Kennedy

Date: April 26, 2000(Signature of Inventor) Mary Ann SchmidtDate: APRIL 25, 2000(Signature of Inventor) Clinton Douglas BrownDate: APRIL 25, 2000(Signature of Inventor) Timothy Michael Ryan

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  
 FOURTH FLOOR  
 1755 JEFFERSON DAVIS HIGHWAY  
 ARLINGTON, VIRGINIA 22202