

37 CFR



COVER SHEET

103231192

4-2806

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

1. Name of conveying party(ies):  
 Steven J. Greenfield  
 Baxter Byerly  
 Jeff Mount  
 James B. Clack  
 Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
 Name: Catalina Marketing International, Inc.  
 Internal Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Street Address: 200 Carillon Parkway  
St. Petersburg, FL 33716  
 \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Additional name(s) & address(es) attached?  Yes  No

Execution Date: 4/24/06; 4/25/06

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: 4/24/06  
 A. Patent Application No.(s)  
 \_\_\_\_\_  
 Additional numbers attached?  Yes  No

B. Patent No.(s)  
05/01/2006 ENGUYEN 00000042 1141003  
01 FC:0021  
40.00 00

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Neifeld IP Law, PC  
 Internal Address: 4813-B Eisenhower Avenue  
Alexandria, Virginia 22304  
 \_\_\_\_\_  
 Street Address: Same as Above  
 \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Total number of applications and patents involved:  0  1  
 7. Total fee (37 CFR 3.41)..... \$ 40.00  
 Enclosed  
 Authorized to be charge to deposit account  
 8. Deposit account number: 50-2106  
 (Attach a duplicate copy of this page if paying by deposit account)

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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.  
Richard A. Neifeld \_\_\_\_\_ 4/28/06  
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents:  4

113261 U.S. PTO  
 11/412903  
 042806

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments, Washington, D.C. 20231

ASSIGNMENT OF APPLICATION

WHEREAS, I/WE

Steven J. Greenfield, 4411 Wheatland Way, Palm Harbor, FL 34685  
Baxter Byerly, 25001 Fadette Drive, Brooksville, FL 34601, US Citizen  
Jeff Mount, 3912 Mimosa Place, Palm Harbor, FL 34685, US Citizen  
James B. Clack, 8420 Orient Way NE, St. Petersburg FL 33702, US Citizen,  
respectively, have invented new and useful improvements in: DATA STRUCTURE AND  
ARCHITECTURE FOR PROCESSING TRANSACTION DATA for which an application for  
Letters Patent was executed on \_\_\_\_\_;  
(US Application No. \_\_\_\_\_, filed \_\_\_\_\_),  
(PCT Application No. \_\_\_\_\_, filed \_\_\_\_\_) and

WHEREAS, Catalina Marketing International, Inc. (hereinafter referred to as "ASSIGNEE"  
having a place of business at: 200 Carillon Parkway, 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, I/WE, the  
applicant(s), 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.

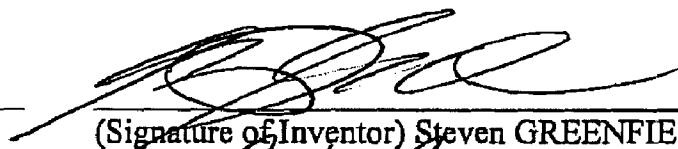
I/WE hereby authorize and request the Patent Office Officials in the United States and its  
territorial possessions and any and all foreign countries to issue any and all of said Letters Patent,  
when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and  
to the same, for the sole use and behoof of said ASSIGNEE, its 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 representatives  
any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all  
lawful papers, execute all, and 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.

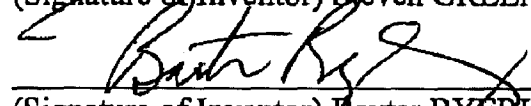
The undersigned hereby grants(s) the firm of Neifeld IP Law, P.C., 4813-B Eisenhower  
Avenue, Alexandria, Virginia 22304 the power to insert on this assignment any further  
identification, including the application number and filing date, which may be necessary or

desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.


Date: 4/24/2006

  
(Signature of Inventor) Steven GREENFIELD

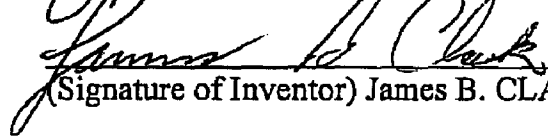
Date: 4/25/2006

  
(Signature of Inventor) Baxter BYERLY

Date: 4/24/2006

  
(Signature of Inventor) Jeffrey MOUNT

Date: 4/24/2006

  
(Signature of Inventor) James B. CLACK

Printed: April 21, 2006 (5:14pm)

Y:\Clients\Catalina\PIP-170-GREE\PIP170GREEU-US\Drafts\AssignmentOfApplication\_060419.wpd