

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT								
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Michael F. Roberts</td> <td>04/21/2006</td> </tr> <tr> <td>Simon Banfield</td> <td>04/21/2006</td> </tr> <tr> <td>Suzanne Eastman</td> <td>04/25/2006</td> </tr> </tbody> </table>		Name	Execution Date	Michael F. Roberts	04/21/2006	Simon Banfield	04/21/2006	Suzanne Eastman	04/25/2006
Name	Execution Date								
Michael F. Roberts	04/21/2006								
Simon Banfield	04/21/2006								
Suzanne Eastman	04/25/2006								
<b>RECEIVING PARTY DATA</b>									
<b>Name:</b>	Catalina Marketing International, Inc.								
<b>Street Address:</b>	200 Carillon Parkway								
<b>City:</b>	St. Petersburg								
<b>State/Country:</b>	FLORIDA								
<b>Postal Code:</b>	33716								
<b>PROPERTY NUMBERS Total: 1</b>									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11573987</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11573987				
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Application Number:	11573987								
<b>CORRESPONDENCE DATA</b>									
<b>Fax Number:</b>	(703)415-0013								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
<b>Email:</b>	GBmargulies@neifeld.com								
<b>Correspondent Name:</b>	Bruce Margulies								
<b>Address Line 1:</b>	4813-B Eisenhower Avenue								
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22304								
<b>ATTORNEY DOCKET NUMBER:</b>	PIP162ROBEUPCT-US								
<b>NAME OF SUBMITTER:</b>	Bruce T. Margulies								

Total Attachments: 4  
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 source=Assignments\_2-20-2007#page3.tif

OP \$40.00 11573987



ASSIGNMENT OF APPLICATION

WHEREAS, I/WE Michael F. Roberts, 5222 Karlsburg Place, Palm Harbor, FL 34685  
Simon Banfield, 870 3<sup>rd</sup> Avenue South, Tierra Vede, FL 33715  
Suzanne Eastman, 3922 North Cliff Lane, Cincinnati, OH 45220  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

respectively, have invented new and useful improvements in: System of Performing a  
Retrospective Drug Profile Review of De-Identified Patients for which an application  
for Letters Patent was executed on \_\_\_\_\_ (US  
Application No. 11/573,987, filed 2/20/2007),  
(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.

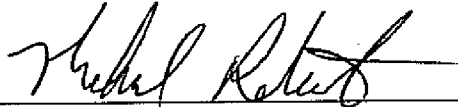
I/WE hereby authorize and request the Patent Office Officials in the United States and its  
territorial possessions and any and all foreign countries to issue any and all of said Letters  
Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and  
interest in and to 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., 2001 Jefferson Davis Highway, Suite 1001, 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: 4/21/2006

  
(Signature of Inventor) Michael F. ROBERTS

Date: 4/21/2006

  
(Signature of Inventor) Simon BANFIELD

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

\_\_\_\_\_  
(Signature of Inventor) Suzanne EASTMAN

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

\_\_\_\_\_  
(Signature of Inventor)

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

\_\_\_\_\_  
(Signature of Inventor)

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

\_\_\_\_\_  
(Signature of Inventor)

**31518**  
PATENT TRADEMARK OFFICE

**NEIFELD IP LAW, P.C.**  
4813-B EISENHOWER AVENUE  
ALEXANDRIA, VA 22304

Printed: April 10, 2006 (5:33pm)  
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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

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

\_\_\_\_\_  
(Signature of Inventor) Michael F. ROBERTS

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

\_\_\_\_\_  
(Signature of Inventor) Simon BANFIELD

Date: 4/25/06

*Suzanne Eastman*  
\_\_\_\_\_  
(Signature of Inventor) Suzanne EASTMAN

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

\_\_\_\_\_  
(Signature of Inventor)

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

\_\_\_\_\_  
(Signature of Inventor)

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

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