

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | |
|---|--|---------------|----------------|---------------------|------------|-------------------|------------|-----------------|------------|------------------|------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | |
| <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 C. Scroggie</td> <td>05/24/1996</td> </tr> <tr> <td>Michael E. Kacaba</td> <td>05/24/1996</td> </tr> <tr> <td>David A. Rochon</td> <td>05/24/1996</td> </tr> <tr> <td>David M. Diamond</td> <td>06/03/1996</td> </tr> </tbody> </table> | | Name | Execution Date | Michael C. Scroggie | 05/24/1996 | Michael E. Kacaba | 05/24/1996 | David A. Rochon | 05/24/1996 | David M. Diamond | 06/03/1996 |
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| Michael E. Kacaba | 05/24/1996 | | | | | | | | | | |
| David A. Rochon | 05/24/1996 | | | | | | | | | | |
| David M. Diamond | 06/03/1996 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| Name: | Catalina Marketing International, Inc. | | | | | | | | | | |
| Street Address: | 11300 Ninth Street North | | | | | | | | | | |
| City: | St. Petersburg | | | | | | | | | | |
| State/Country: | FLORIDA | | | | | | | | | | |
| Postal Code: | 33716 | | | | | | | | | | |
| PROPERTY NUMBERS Total: 3 | | | | | | | | | | | |
| <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>Patent Number:</td> <td>7233913</td> </tr> <tr> <td>Patent Number:</td> <td>6885994</td> </tr> <tr> <td>Patent Number:</td> <td>6185541</td> </tr> </tbody> </table> | | Property Type | Number | Patent Number: | 7233913 | Patent Number: | 6885994 | Patent Number: | 6185541 | | |
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| Patent Number: | 6885994 | | | | | | | | | | |
| Patent Number: | 6185541 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| Fax Number: | (703)415-0013 | | | | | | | | | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | | | | | | | | | |
| Phone: | 7034150012 | | | | | | | | | | |
| Email: | GBmargulies@neifeld.com | | | | | | | | | | |
| Correspondent Name: | Bruce T. Margulies | | | | | | | | | | |
| Address Line 1: | 4813-B Eisenhower Ave. | | | | | | | | | | |
| Address Line 4: | Alexandria, VIRGINIA 22304 | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | CATA0001 | | | | | | | | | | |
| NAME OF SUBMITTER: | Bruce T. Margulies | | | | | | | | | | |

OP \$120.00 7233913

PATENT

Total Attachments: 4

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This Assignment made on the dates indicated below, by MICHAEL C. SCROGGIE, of Laguna Niguel, California, MICHAEL E. KACABA, of Santa Monica, California, DAVID A. ROCHON, of Darien, Connecticut, and DAVID M. DIAMOND, of Pawling, New York, Assignors, and CATALINA MARKETING INTERNATIONAL, INC., a Delaware corporation, Assignee, having a place of business at 11300 Ninth Street North, St. Petersburg, Florida 33716.

WHEREAS, Assignors have invented a new and useful SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK, for which a provisional patent application has been filed in the United States Patent and Trademark Office on December 26, 1995, and given Serial No. 60/009,244, and for which a regular patent application has also been filed on March 26, 1996 and given Serial No. 08/622,685; and

WHEREAS, Assignors believe themselves to be the original, joint inventors of the invention disclosed and claimed in said provisional and regular patent applications; and

WHEREAS, Assignee desires to acquire by formal, recordable assignment the entire right, title and interest in and to said invention, said provisional and regular applications and any Letters Patent that may be granted for said invention in the United States and throughout the world;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign and transfer to Assignee, the entire right, title and interest in and to said invention, said provisional application, said regular application and any Letters Patent that may be granted for said invention in the United States and throughout the world, including the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

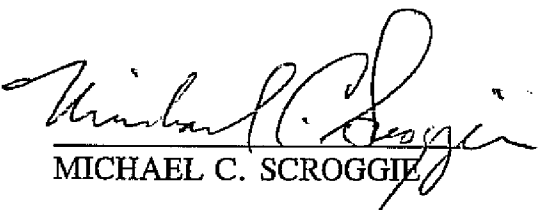
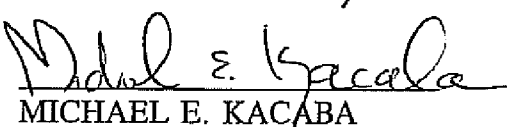


Further, Assignors agree that, upon request and without further compensation, but at no expense to Assignors, they and their legal representatives and assigns will do all lawful

acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing or enforcing Letters Patent in the United States and throughout the world for said invention, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to said invention, said provisional and regular applications, and any Letters Patent granted for said invention in the United States and throughout the world.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignors authorize and request the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters Patent granted for said invention, whether on said regular application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in said invention.

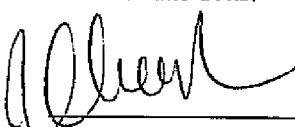
Assignors have executed this Assignment on the date(s) indicated below.

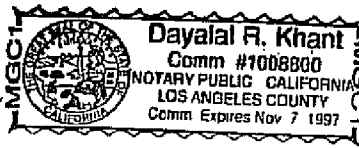
| | |
|--|-----------------------------|
| Assignors: <u></u> MICHAEL C. SCROGGIE | <u>May 24, 1996</u> Date |
| <u></u> MICHAEL E. KACABA | <u>May 24, 1996</u> Date |
| <u></u> DAVID A. ROCHON | <u>May 24, 1996</u> Date |
| <u></u> DAVID M. DIAMOND | <u>June 3, 1996</u> Date |

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

On 5/24/96 before me personally appeared Michael C. Scroggie, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

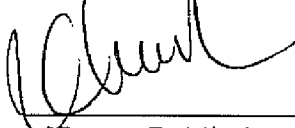

Notary Public in and for Said
County and State

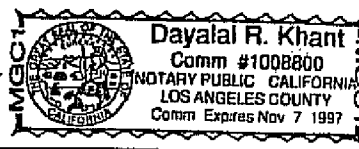


STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

On 5/24/96 before me personally appeared Michael E. Kacaba, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

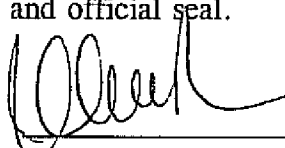

Notary Public in and for Said
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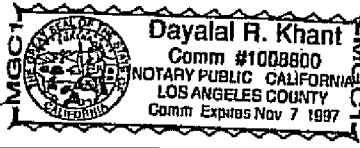


STATE OF California)
)
COUNTY OF Orange)

On 5/24/96 before me personally appeared David A. Rochon, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

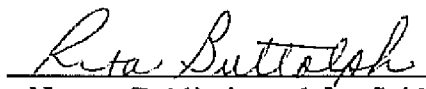

Notary Public in and for Said
County and State



STATE OF New York)
)
COUNTY OF New York)

On 6/3/96 before me personally appeared David M. Diamond, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.


Notary Public in and for Said
County and State

RITA BUTTOLPH
Notary Public, State of New York
No. 31-4879787
Qualified in New York County
Commission Expires December 15, 1996