

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>Will H. Gardenswartz</td> <td>01/07/1999</td> </tr> <tr> <td>David M. Banker</td> <td>03/24/1999</td> </tr> <tr> <td>Melissa B. Goidel</td> <td>03/24/1999</td> </tr> </tbody> </table>		Name	Execution Date	Will H. Gardenswartz	01/07/1999	David M. Banker	03/24/1999	Melissa B. Goidel	03/24/1999
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Will H. Gardenswartz	01/07/1999								
David M. Banker	03/24/1999								
Melissa B. Goidel	03/24/1999								
RECEIVING PARTY DATA									
Name:	Catalina Marketing International, Inc.								
Street Address:	11300 9th Street North								
City:	St. Petersburg								
State/Country:	FLORIDA								
Postal Code:	33716								
PROPERTY NUMBERS Total: 2									
<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>09893775</td> </tr> <tr> <td>Patent Number:</td> <td>6298330</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	09893775	Patent Number:	6298330		
Property Type	Number								
Application Number:	09893775								
Patent Number:	6298330								
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:	CATA0004								
NAME OF SUBMITTER:	Bruce T. Margulies								

OP \$80.00 09893775

Total Attachments: 6
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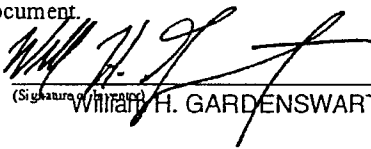
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PATENT
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Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, 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: <u>1/7/99</u>	 _____ (Signature of Inventor) William H. GARDENSWARTZ
Date: _____	_____ (Signature of Inventor) David W. BANKER
Date: _____	_____ (Signature of Inventor) Melissa B. GOIDEL
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

WHEREAS, I (WE) Will H. GARDENSWARTZ, Annapolis, Maryland
21403; David W. BANKER, Mt. Baldy, California 91759; Melissa B.
GOIDEL, New York, New York 10028

_____, respectively, have

invented certain new and useful improvements in:

COMMUNICATING WITH A COMPUTER BASED ON THE OFFLINE PURCHASE
HISTORY OF A PARTICULAR CONSUMER

for which an application for Letters Patent was executed on _____
(Application No. 09/226,174, filed January 7, 1999), and

WHEREAS, Catalina Marketing International, Inc.

(hereinafter referred to as "ASSIGNEE") having a place of business at:
11300 9th Street North, St. Petersburg, Florida

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 authorized 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.

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Date: _____

(Signature of Inventor) Will H. GARDENSWARTZ

Date: 3-24-99

(Signature of Inventor) David W. BANKER

Date: _____

(Signature of Inventor) Melissa B. GOIDEL

Date: _____

(Signature of Inventor) _____

Date: _____

(Signature of Inventor) _____

Date: _____

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(Signature of Inventor) _____

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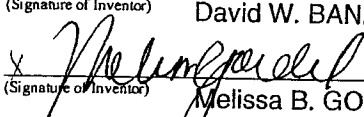
Date: _____

(Signature of Inventor) Will H. GARDENSWARTZ

Date: _____

(Signature of Inventor) David W. BANKER

Date: X 3/24/99

(Signature of Inventor) 
(Signature of Inventor) Melissa B. GOIDEL

Date: _____

(Signature of Inventor)

Date: _____

(Signature of Inventor)

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(Signature of Inventor)

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Date: _____

(Signature of Inventor)

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