### PATENT ASSIGNMENT

### Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

#### **CONVEYING PARTY DATA**

Name	Execution Date
Steven Greenfield	11/20/2009
Darren Moss	11/20/2009

#### RECEIVING PARTY DATA

Name:	CATALINA MARKETING CORPORATION	
Street Address:	200 Carillon Parkway	
City:	St. Petersburg	
State/Country:	FLORIDA	
Postal Code:	33716	

#### PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12623498

#### **CORRESPONDENCE DATA**

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Correspondent Name: NEIFELD IP LAW, PC

Address Line 1: 4813-B EISENHOWER AVENUE
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ATTORNEY DOCKET NUMBER:	PIP207GREEU-US1
NAME OF SUBMITTER:	RICHARD NEIFELD REG. NO. 35,299

Total Attachments: 6

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PATENT REEL: 023555 FRAME: 0056

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PATENT REEL: 023555 FRAME: 0057

## 37 CFR 1.46 ASSIGNMENT OF APPLICATION TO A SINGLE ASSIGNEE

WHEREAS, I/WE:
Steven J. Greenfield, 4411 Wheatland Way, Palm Harbor, FL, 34685 Darren Moss, 340 W. Diversey Parkway, #2718, Chicago, IL 60657
respectively, have invented new and useful improvements in (Title):
SMALL STORE SYSTEM
for which an application for Letters Patent: was executed, by signing an inventor's declaration, on;
or for which Application No was filed on;
WHEREAS, the entity or entities, and their principle places of business, listed below (hereinafte referred to as "ASSIGNEE"):
FIRST ENTITY AND ADDRESS:
CATALINA MARKETING CORPORATION 200 Carillon Parkway, St. Petersburg, FL, 33716
SECOND ENTITY AND ADDRESS, IF ANY:
THIRD ENTITY AND ADDRESS, IF ANY:

-]-

are 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 (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 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 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 grants(s) the firm of Neifeld IP Law, P.C. the power to insert on this assignment any further identification, including firm reference number, application number, filing date, and execution date, and any other information 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:	Signature:	***************************************	
	Name:	Steven J. Greenfield	
Date: 1/6/20, 2009	Signature:		***************************************
	Name:	17	***
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Date:	11/20/09	_ Signature:	
		Name: Steven J. Greenf:	ield
Date:		Signature:	
		Name: Darren Moss	
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