

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| 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 | |
| Fax Number: | (703)415-0013 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 7034150012 |
| Email: | general@neifeld.com |
| Correspondent Name: | NEIFELD IP LAW, PC |
| Address Line 1: | 4813-B EISENHOWER AVENUE |
| Address Line 4: | ALEXANDRIA, VIRGINIA 22304 |
| ATTORNEY DOCKET NUMBER: | PIP207GREEU-US1 |
| NAME OF SUBMITTER: | RICHARD NEIFELD REG. NO. 35,299 |
| Total Attachments: 6 source=Assign_MG_PIP207GREEU-US1_Image#page1.tif source=Assign_MG_PIP207GREEU-US1_Image#page2.tif source=Assign_MG_PIP207GREEU-US1_Image#page3.tif | |

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NEIFELD REF: PIP207GREEU-US1

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 (hereinafter 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.

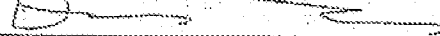
The undersigned hereby grants(s) the firm of Neifeld IP Law, P.C. the power to insert on this assignment any further identification, including firm reference number, application number, filing date, and execution date, and any other information which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: _____

Signature: _____

Name: Steven J. Greenfield

Date: 11/20/2009

Signature: 

Name: Darren Moss

Date: _____

Signature: _____

Name: _____

Date: _____

Signature: _____

Date: _____

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NEIFELD REF: PIP207GREEU-US1

37 CFR 1.46 ASSIGNMENT OF APPLICATION TO A SINGLE ASSIGNEE

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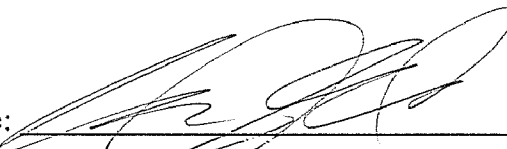
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The undersigned hereby grants(s) the firm of Neifeld IP Law, P.C. the power to insert on this assignment any further identification, including firm reference number, application number, filing date, and execution date, and any other information which 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: 11/20/09

Signature: 
Name: Steven J. Greenfield

Date: _____

Signature: _____
Name: Darren Moss

Date: _____

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