

PATENT ASSIGNMENT

Electronic Version v1.1

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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 style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Steven J. Greenfield</td> <td>04/01/2010</td> </tr> <tr> <td>Baxter Byerly</td> <td>04/01/2010</td> </tr> <tr> <td>Jeff Mount</td> <td>04/05/2010</td> </tr> <tr> <td>James B. Clack</td> <td>04/01/2010</td> </tr> </tbody> </table>		Name	Execution Date	Steven J. Greenfield	04/01/2010	Baxter Byerly	04/01/2010	Jeff Mount	04/05/2010	James B. Clack	04/01/2010		
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>CATALINA MARKETING CORPORATION</td> </tr> <tr> <td>Street Address:</td> <td>200 CARILLON PARKWAY</td> </tr> <tr> <td>Internal Address:</td> <td>LEGAL DEPARTMENT</td> </tr> <tr> <td>City:</td> <td>ST. PETERSBURG</td> </tr> <tr> <td>State/Country:</td> <td>FLORIDA</td> </tr> <tr> <td>Postal Code:</td> <td>33716</td> </tr> </table>		Name:	CATALINA MARKETING CORPORATION	Street Address:	200 CARILLON PARKWAY	Internal Address:	LEGAL DEPARTMENT	City:	ST. PETERSBURG	State/Country:	FLORIDA	Postal Code:	33716
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CORRESPONDENCE DATA													
<p>Fax Number: (703)415-0013</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: bmargulies@neifeld.com</p> <p>Correspondent Name: Bruce T. Margulies</p> <p>Address Line 1: 4813-B Eisenhower Ave.</p> <p>Address Line 4: Alexandria, VIRGINIA 22304</p>													
ATTORNEY DOCKET NUMBER:	PIP170GREEU-US												
NAME OF SUBMITTER:	Bruce T. Margulies												
<p>Total Attachments: 2</p> <p>source=ExecutedAssignment_PIP170GREEU-US_4-6-2010#page1.tif</p>													

OP \$40.00 11412903

501140306

PATENT
REEL: 024192 FRAME: 0018

NEIFELD REF:	PIP170GREEU-US
CLIENT REF:	PIP170GREEU-US

37 CFR 1.46 ASSIGNMENT OF APPLICATION

WHEREAS, I/WE (THE INVENTORS/ASSIGNORS):

Steven J. Greenfield, 4411 Wheatland Way, Palm Harbor, FL 34685
 Baxter Byerly, 25001 Fadette Drive, Brooksville, FL 34601, US Citizen
 Jeff Mount, 3912 Mimosa Place, Palm Harbor, FL 34685, US Citizen
 James B. Clack, 8420 Orient Way NE, St. Petersburg FL 33702, US Citizen

respectively, have invented new and useful improvements in (TITLE):

DATA STRUCTURE AND ARCHITECTURE FOR PROCESSING TRANSACTION DATA

for which an application for Letters Patent was executed, by signing
 an inventor's declaration, on (date inventor declaration signed):

or for which Application No.	11/412,903	was filed on (date):	04/28/2006
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WHEREAS, the entity or entities, and their principle places of business, listed below
 (hereinafter referred to as "ASSIGNEE") :

FIRST ENTITY NAME AND ADDRESS:

CATALINA MARKETING CORPORATION
 200 CARILLON PARKWAY
 LEGAL DEPARTMENT
 ST. PETERSBURG, FLORIDA 33716

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;

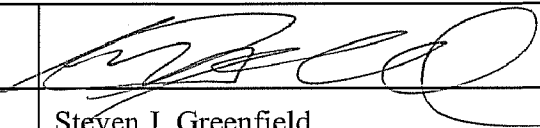
NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the
 receipt whereof is hereby acknowledged, and for other good and valuable consideration, I/WE,
 the applicant(s), by these presents do sell, assign and transfer unto said ASSIGNEE the full and
 exclusive right to the said invention 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.

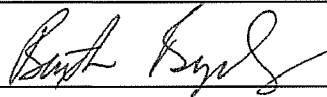
I/WE hereby authorize and request the Patent Office Officials in the United States and its
 territorial possessions and any and all foreign countries to issue any and all of said Letters Patent,

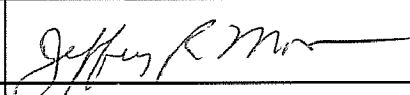
when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

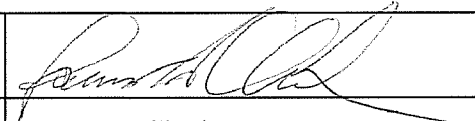
Further, I/We agree that I/We will communicate to said ASSIGNEE or its (their) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all cause any and all of said Letter Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (their) 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.

SIGNATURE:	
PRINTED NAME:	Steven J. Greenfield
DATE SIGNED:	4/1/2010

SIGNATURE:	
PRINTED NAME:	Baxter Byerly
DATE SIGNED:	4/1/2010

SIGNATURE:	
PRINTED NAME:	Jeff Mount
DATE SIGNED:	4/5/2010

SIGNATURE:	
PRINTED NAME:	James B. Clack
DATE SIGNED:	4/1/2010

Printed: March 30, 2010 (4:41pm)

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