

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
BENJAMIN S. SPRECHER	09/11/2017
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CATALINA MARKETING CORPORATION
<b>Street Address:</b>	200 CARILLON PARKWAY
<b>City:</b>	ST. PETERSBURG
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<b>Postal Code:</b>	33716
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	16013719
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<b>ATTORNEY DOCKET NUMBER:</b>	097016-2226
<b>NAME OF SUBMITTER:</b>	AHSAN A. SHAIKH, REG. 61,861
<b>SIGNATURE:</b>	/Ahsan A. Shaikh/
<b>DATE SIGNED:</b>	06/20/2018
<b>Total Attachments: 2</b>	
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source=Parent_Signed_Assignment#page2.tif	

ASSIGNMENT

WHEREAS I/We, the undersigned, have made a certain invention as set forth in an application for United States Letters Patent, entitled MACHINE LEARNING FOR MARKETING OF BRANDED CONSUMER PACKAGED GOODS, filed on June 20, 2017, and identified by United States Patent Application No. 62/522,582;

AND WHEREAS, CATALINA MARKETING CORPORATION (the "Entity"), a corporation of Delaware and having an address of 200 Carillon Parkway, St. Petersburg, Florida 33716, is desirous of acquiring the entire rights, title and interests in and to said invention and in and to any and all Letters Patent and certificates of the United States, foreign countries and all regions worldwide which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, I/We, the undersigned, do hereby sell, assign, transfer and set over unto the Entity, its legal representatives, successors, and assigns, the entire rights, title and interests in and to said application and said invention worldwide, including the right to claim priority, including any applications worldwide based in whole or in part on said application and/or in whole or in part on said invention as well as the right to apply for any such applications worldwide, including any international and foreign applications filed under any international or foreign patent law or treaty (including the Patent Cooperation Treaty, the European Patent Convention, the Paris Convention for the Protection of Industrial Property, and all other treaties of like purposes, including the rights to all benefits thereunder), and including any provisionals, non-provisionals, continuations, continuations-in-part, divisions, reissues, re-examinations, inter partes reviews, post grant reviews, covered business methods, national stages, regional stages and extensions thereof, and in and to any and all patents and certificates of the United States, foreign countries and all regions worldwide which may be issued based in whole or in part on said application and/or in whole or in part on said invention, including the right to enforce such patents and certificates, including the right to sue for injunctions and recover damages and attorney fees for past, present and future infringements;

UPON SAID CONSIDERATIONS, I/We, the undersigned, hereby agree with said assignee that I/We, the undersigned, will not execute any writing or do any act whatsoever conflicting with these presents, and that I/We, the undersigned, will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect said assignee's enjoyment of this assignment, and render all necessary assistance in making application for and obtaining original, provisional, non-provisional, continuation, continuation-in-part, divisional, reissue, re-examination, inter partes review, post grant review, covered business method, national stage, regional stage and extension Letters Patent and certificates of the United States and/or of any and all foreign countries and regions based in whole or in part on said application and/or in whole or in part on said invention, and in enforcing any rights or choses in action accruing as a result of such applications, patents or certificates, by giving testimony in any proceedings or transactions involving such applications, patents or certificates, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of heirs, executors, administrators, assigns and legal representatives of said assignor and assignee;

Docket No.: 097016-1862

AND I/We, the undersigned, authorize and request all Letters Patent and certificates based on said application and/or said invention to be issued to the Entity, its legal representatives, successors or assigns, as the sole owner of the entire rights, title and interests in and to said patents, said certificates and said invention hereby assigned.

Undersigned:

9/11/2017

/Benjamin S. Sprecher/

\_\_\_\_\_  
Date

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Benjamin S. SPRECHER