

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5383753

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST
CONVEYING PARTY DATA	
Name	Execution Date
CATALINA MARKETING CORPORATION	02/15/2019
MODIV MEDIA, LLC (F/K/A MODIV MEDIA, INC.)	02/15/2019
CELLFIRE LLC (F/K/A CELLFIRE INC.)	02/15/2019
RECEIVING PARTY DATA	
Name:	JPMORGAN CHASE BANK, N.A.
Street Address:	383 MADISON AVENUE
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10179
PROPERTY NUMBERS Total: 87	
Property Type	Number
Application Number:	11408599
Application Number:	15082266
Application Number:	13181049
Application Number:	14979756
Application Number:	16013719
Application Number:	13896862
Application Number:	14041554
Application Number:	14047571
Application Number:	14075726
Application Number:	14075773
Application Number:	14143931
Application Number:	14212211
Application Number:	14294009
Application Number:	14306109
Application Number:	14451335
Application Number:	14560703
Application Number:	15233177
Application Number:	15233300

PATENT

Property Type	Number
Application Number:	15819256
Application Number:	15879991
Application Number:	15880041
Application Number:	14793688
Application Number:	15344989
Application Number:	09526535
Application Number:	09226174
Application Number:	11019217
Application Number:	09543763
Application Number:	12639609
Application Number:	11349037
Application Number:	11209862
Application Number:	11486707
Application Number:	14337100
Application Number:	13224182
Application Number:	14742993
Application Number:	15149916
Application Number:	09595677
Application Number:	11488126
Application Number:	11573987
Application Number:	11412903
Application Number:	12626677
Application Number:	12626003
Application Number:	12105111
Application Number:	12056490
Application Number:	12144557
Application Number:	13160753
Application Number:	12623482
Application Number:	12623498
Application Number:	11481789
Application Number:	11481984
Application Number:	13229645
Application Number:	12816021
Application Number:	12870764
Application Number:	13627372
Application Number:	13925667
Application Number:	12692419
Application Number:	13920024

Property Type	Number
Application Number:	11761813
Application Number:	12758901
Application Number:	14137285
Application Number:	14223585
Application Number:	11680938
Application Number:	14199576
Application Number:	14320446
Application Number:	14792559
Application Number:	15270617
Application Number:	09543736
Application Number:	10314267
Application Number:	10067869
Application Number:	09826814
Application Number:	09373625
Application Number:	10297914
Application Number:	11138412
Application Number:	11653308
Application Number:	09251480
Application Number:	10501141
Application Number:	09505632
Application Number:	10937505
Application Number:	10937355
Application Number:	11143705
Application Number:	10937503
Application Number:	10498003
Application Number:	10937305
Application Number:	10937367
Application Number:	10937504
Application Number:	13593078
Application Number:	09730592
Application Number:	11153377

CORRESPONDENCE DATA

Fax Number: (216)579-0212

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 2165863939

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Correspondent Name: DANIEL PULJIC / JONES DAY

Address Line 1: 901 LAKESIDE AVENUE

PATENT

Address Line 2:	NORTH POINT
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ATTORNEY DOCKET NUMBER:	943772-600001
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NAME OF SUBMITTER:	DANIEL PULJIC
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SIGNATURE:	/Daniel Puljic/
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DATE SIGNED:	02/20/2019
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Total Attachments: 15

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PATENT SECURITY AGREEMENT

Patent Security Agreement, dated as of February 15, 2019, by CATALINA MARKETING CORPORATION, MODIV MEDIA, LLC (f/k/a Modiv Media, Inc.) and CELLFIRE LLC (f/k/a Cellfire Inc.) (individually, a “**Grantor**”, and, collectively, the “**Grantors**”), in favor of JPMORGAN CHASE BANK, N.A., in its capacity as administrative agent pursuant to the Credit Agreement (as defined in the Security Agreement, defined below) (in such capacity, the “**Administrative Agent**”).

WITNESSETH:

WHEREAS, the Grantors are party to a Security Agreement dated as of February 15, 2019 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”) in favor of the Administrative Agent pursuant to which the Grantors are required to execute and deliver this Patent Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Administrative Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, the Grantors hereby agree with the Administrative Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement and the Credit Agreement.

SECTION 2. Grant of Security Interest in Patent Collateral. Each Grantor hereby pledges and grants to the Administrative Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Collateral of such Grantor: Patents of such Grantor listed on Schedule I attached hereto.

SECTION 3. The Security Agreement. The security interest granted pursuant to this Patent Security Agreement is granted in conjunction with the security interest granted to the Administrative Agent pursuant to the Security Agreement and Grantors hereby acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the security interest in the Patents made and granted hereby are more fully set forth in the Security Agreement, the terms of which are incorporated herein by reference. In the event that any provision of this Patent Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control unless the Administrative Agent shall otherwise determine.

SECTION 4. Termination. Upon the termination of the Security Agreement in accordance with Section 6.11 thereof, the Administrative Agent shall, at the expense of such Grantor, execute, acknowledge, and deliver to the Grantors an instrument in writing in recordable form releasing the lien on and security interest in the Patents under this Patent Security Agreement.

SECTION 5. Counterparts. This Patent Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Patent Security Agreement by signing and delivering one or more counterparts.

[Signature pages follow.]

CATALINA MARKETING CORPORATION

By: Shelly Schaffer
Name: Shelly Schaffer
Title: Executive Vice President
and Chief Financial Officer

MODIV MEDIA, LLC

By: Shelly Schaffer
Name: Shelly Schaffer
Title: President

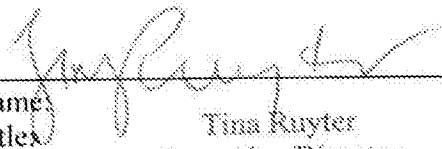
CELLFIRE LLC

By: Shelly Schaffer
Name: Shelly Schaffer
Title: Vice President

JPMORGAN CHASE BANK, N.A.,
as Administrative Agent

By:

Name
Title


Tina Ruyter
Executive Director

[Patent Security Agreement]

Schedule I**PATENTS AND PATENT APPLICATIONS**

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Paying For Placement For Advertising On Mobile Devices	11408599	4/20/06			Cellfire Inc.	Pending
Delivering Targeted Advertising to Mobile Devices	15082266	3/28/16			Cellfire Inc.	Pending
System And Method Of A Media Delivery Services Platform For Targeting Consumers In Real Time	13181049	7/12/11			Modiv Media, Inc.	Pending
System And Method For Administering A Loyalty Program And Processing Payments	14979756	12/28/15			Modiv Media, Inc.	Allowed
Machine Learning For Marketing Of Branded Consumer Products	16013719	6/20/18			Catalina Marketing Corporation	Pending
System And Method Of Initiating In-Trip Audits In A Self-Checkout System	13896862	5/17/13			Catalina Marketing Corporation	Pending
Method And System For Generating Real-Time Directions Associated With Product Promotions	14041554	9/30/13			Catalina Marketing Corporation	Pending

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Method And System For Electronic Delivery Of Incentive Information Based On User Proximity	14047571	10/7/13			Catalina Marketing Corporation	Pending
Method And System For Generating Intelligent Electronic Banners Based On User Information	14075726	11/8/13			Catalina Marketing Corporation	Pending
System And Method For Providing Relative Price Point Incentives Based Upon Prior Customer Purchase Behavior	14075773	11/8/13			Catalina Marketing Corporation	Pending – On Appeal
Method And System For Electronic Distribution Of Incentives Having Real-Time Consumer-Based Directions	14143931	12/30/13			Catalina Marketing Corporation	Pending
System And Method For Selective Auditing Of Mobile Commerce Baskets	14212211	3/14/14			Catalina Marketing Corporation	Pending
Method And System For Generating Certificates Having Unique ID Data	14294009	6/2/14			Catalina Marketing Corporation	Abandoned
Price Paid Database Method And System	14306109	6/16/14			Catalina Marketing Corporation	Pending

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
POS Printing Triggered By Pharmacy Prescription Orders	14451335	8/4/14			Catalina Marketing Corporation	Pending
System And Method Of Identifying Mobile Devices Of Users Involved In Purchase Transactions	14560703	12/4/14			Catalina Marketing Corporation	Pending - On Appeal
Self-Configuring Networked Media Hub Devices With Automated Configuration And Failover Recovery Of Peers	15233177	8/10/16			Catalina Marketing Corporation	Pending
Media Hub Devices With Passive Monitoring Of User Devices And Targeted Media Transmission Through In-Channel Transmission Or Shifted Channel Transmission	15233300	8/10/16			Catalina Marketing Corporation	Pending
Real-World Conversion Tracking System	15819256	11/21/17			Catalina Marketing Corporation	Pending
Offer Personalization Engine For Targeted Marketing Of Branded Consumer Packaged Goods	15879991	1/25/18			Catalina Marketing Corporation	Pending

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Offer Personalization Engine For Targeted Marketing Of Consumer Packaged Goods	15880041	1/25/18			Catalina Marketing Corporation	Pending
Delivering Targeted Advertising To Mobile Devices	14793688	7/7/15			Cellfire, Inc.	Pending
System and Method for Providing Shopping Aids and Incentives to Customers through a Computer Network	15/344989	11/7/16			Catalina Marketing Corporation	Pending
Method And System For Delivering Targeted Research Invitations	09/526535	3/16/00	8612292	12/17/13	Catalina Marketing Corporation	Granted
Communicating With A Computer Based On An Updated Purchase Behavior Classification Of A Particular Consumer	09/226174	1/7/99	6055573	4/25/00	Catalina Marketing Corporation	Granted
System And Method For Providing Shopping Aids And Incentives To Customers Through A Computer Network	11/019217	12/23/04	7233913	6/19/07	Catalina Marketing Corporation	Granted

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Method And System For Generating Certificates Having Unique Id Data	09/543763	4/5/00	8473342	6/25/13	Catalina Marketing Corporation	Granted
Delivering Targeted Advertising To Mobile Devices	12/639609	12/16/09	9298677	3/29/16	Cellfire Inc.	Granted
Delivering Targeted Advertising To Mobile Devices	11/349037	2/6/06	9785973	10/10/17	Cellfire Inc.	Granted
System And Method For User Controlled Log-In; Interacting And Log-Out	11/209862	8/23/05	8626130	1/7/14	Modiv Media, Inc.	Granted
System And Method For Administering A Loyalty Program And Processing Payments	11/486707	7/14/06	8783561	7/22/14	Modiv Media, Inc.	Granted
System And Method For Administering A Loyalty Program And Processing Payments	14/337100	7/21/14	9224154	12/29/15	Modiv Media, Inc.	Granted
System And Method Of A Media Delivery Services Platform For Targeting Consumers In Real Time	13/224182	9/1/11	9811836	11/7/17	Modiv Media, Inc.	Granted
System And Method Of Encoding Item Information From A Scale In A Self-Service Scanning Solution	14/742993	6/18/15	10001403	6/19/18	Catalina Marketing Corporation	Granted

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
System And Method Of Providing A Particular Number Of Distributions Of Media Content Through A Plurality Of Distribution Nodes	15/149916	5/9/16	10102541	10/16/18	Catalina Marketing Corporation	Granted
Method Of And System For Managing Promotions For Purchase Transactions Over A Network	09/595677	6/19/00	7599850	10/6/09	Catalina Marketing Corporation	Granted
Combination Printer and Its Paper	11/488126	7/18/06	7708360	5/4/10	Catalina Marketing Corporation	Granted
System Of Performing A Retrospective Drug Profile Review Of De-Identified Patients	11/573987	2/20/07	7778930	8/17/10	Catalina Marketing Corporation	Granted
Data Structure And Architecture For Processing Transaction Data	11/412903	4/28/06	7788125	8/31/10	Catalina Marketing Corporation	Granted
Targeted Incentives Based Upon Predicted Behavior	12/626677	11/26/09	8001044	8/16/11	Catalina Marketing Corporation	Granted
Targeted Incentives Based Upon Predicted Behavior	12/626003	11/25/09	8005753	8/23/11	Catalina Marketing Corporation	Granted
Integration Of Multiple Consumer Communications	12/105111	4/17/08	8082177	12/20/11	Catalina Marketing Corporation	Granted
Store Solutions	12/056490	3/27/08	8104671	1/31/12	Catalina Marketing Corporation	Granted

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Method Of And System For Managing Promotions For Purchase Transactions Over A Network	12/144557	6/23/08	8108251	1/31/12	Catalina Marketing Corporation	Granted
Incentive Network For Distributing Incentives On A Network-Wide Basis And For Permitting User Access To Individual Incentives From A Plurality Of Network Servers	13/160753	6/15/11	8219651	7/10/12	Catalina Marketing Corporation	Granted
Small Store System	12/623482	11/23/09	8271324	9/18/12	Catalina Marketing Corporation	Granted
Small Store System	12/623498	11/23/09	8275655	9/25/12	Catalina Marketing Corporation	Granted
Color Printer Technology	11/481789	7/7/06	8363265	1/29/13	Catalina Marketing Corporation	Granted
Integrated POS Computer System	11/481984	7/7/06	8392243	3/5/13	Catalina Marketing Corporation	Granted
Store Solutions	13/229645	9/9/11	8464929	6/18/13	Catalina Marketing Corporation	Granted
Virtual Couponing Method and Apparatus for Use with Consumer Kiosk	12/816021	6/15/10	8626581	1/7/14	Catalina Marketing Corporation	Granted
Assumed Demographics, Predicted Behavior, and Targeted Incentives	12/870764	8/27/10	8650065	2/11/14	Catalina Marketing Corporation	Granted
Dimensional Translator	13/627372	9/26/12	8678272	3/25/14	Catalina Marketing Corporation	Granted
Method And System For Generating Certificates Having Unique ID Data	13/925667	6/24/13	8744907	6/3/14	Catalina Marketing Corporation	Granted

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Combination Printer And Its Paper	12/692419	1/22/10	8764138	7/1/14	Catalina Marketing Corporation	Granted
Store Solutions	13/920024	6/17/13	8789749	7/29/14	Catalina Marketing Corporation	Granted
POS Printing Triggered By Pharmacy Prescription Orders	11/761813	6/12/07	8799020	8/5/14	Catalina Marketing Corporation	Granted
Color Printer Technology	12/758901	4/13/10	8964244	4/24/15	Catalina Marketing Corporation	Granted
System And Method Of Encoding Item Information From A Scale In A Self-Service Scanning Solution	14/137285	12/20/13	9062999	6/23/15	Catalina Marketing Corporation	Granted
Dimensional Translator	14/223585	3/24/14	9076121	7/7/15	Catalina Marketing Corporation	Granted
POS Network Including Printing and Highlighting	11/680938	3/1/07	9305438	4/5/16	Catalina Marketing Corporation	Granted
System And Method Of Providing A Particular Number Of Distributions Of Media Content Through A Plurality Of Distribution Nodes	14/199576	3/6/14	9336537	5/10/16	Catalina Marketing Corporation	Granted
Combination Printer And Its Paper	14/320446	6/30/14	9390595	7/12/16	Catalina Marketing Corporation	Granted
Dimensional Translator	14/792559	7/6/15	9471933	10/18/16	Catalina Marketing Corporation	Granted
Dimensional Translator	15/270617	9/20/16	9830616	11/28/17	Catalina Marketing Corporation	Granted
System and method for bar code rendering and recognition	09/543736	4/5/00	6493110	12/10/02	Catalina Marketing Corporation	Granted

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
System and method for bar code rendering and recognition	10/314267	12/9/02	6882442	4/19/05	Catalina Marketing Corporation	Granted
System and method for using cards for sponsored programs	10/067869	2/8/02	7398248	7/8/08	Catalina Marketing Corporation	Granted
Method and system for providing promotions to a customer based on the status of previous promotions	09/826814	4/6/01	7415426	8/19/08	Catalina Marketing Corporation	Granted
In-vehicle promotions system	09/373625	8/13/99	7426480	9/16/08	Catalina Marketing Corporation	Granted
Targeted incentives based upon predicted behavior	10/297914	6/13/03	7653594	1/26/10	Catalina Marketing Corporation	Granted
Method and system for providing promotions to a customer based on the status of previous promotions	11/138412	5/27/05	7870019	1/11/11	Catalina Marketing Corporation	Granted
Coupon and internet search method and system with mapping engine	11/653308	1/16/0	7933895	4/26/11	Catalina Marketing Corporation	Granted

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Incentive network for distributing incentives on a network-wide basis and for permitting user access to individual incentives from a plurality of network servers	09/251480	2/17/99	7958224	6/7/11	Catalina Marketing Corporation	Granted
Product recall using customer prior shopping history data	10/501141	7/13/04	8180669	5/15/12	Catalina Marketing Corporation	Granted
System and method for distributing information through cooperative communication network sites	09/505632	2/16/00	8224691	7/17/12	Catalina Marketing Corporation	Granted
Method and system for managing inventory and promotions campaign based on redemption data	10/937505	9/10/04	8301494	10/30/12	Catalina Marketing Corporation	Granted
Proximity-based method and system for generating customized incentives	10/937355	9/10/04	8484076	7/9/13	Catalina Marketing Corporation	Granted
Method and system for generating real-time directions associated with product promotions	11/143705	6/3/05	8548847	10/1/13	Catalina Marketing Corporation	Granted

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Method and system for electronic delivery of incentive information based on user proximity	10/937503	9/10/04	8554611	10/8/13	Catalina Marketing Corporation	Granted
System and method for providing relative price point incentives based upon prior customer purchase behavior	10/498003	6/14/04	8583474	11/12/13	Catalina Marketing Corporation	Granted
Method and system for generating intelligent electronic banners based on user information	10/937305	9/10/04	8583475	11/12/13	Catalina Marketing Corporation	Granted
Method and system for presenting banners having direct link to user profile information	10/937367	9/10/04	8620732	12/31/13	Catalina Marketing Corporation	Granted
Method and system for electronic distribution of incentives having real-time consumer-based directions	10/937504	9/10/04	8620733	12/31/13	Catalina Marketing Corporation	Granted
Small Store System	13/593078	8/23/12	8620737	12/31/13	Catalina Marketing Corporation	Granted
Price paid database method and system	09/730592	12/7/00	8756154	6/17/14	Catalina Marketing Corporation	Granted
Amber alert system and method for locating missing children	11/153377	6/16/05	8768856	7/1/14	Catalina Marketing Corporation	Granted