

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5385404

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
BANK OF AMERICA, N.A.	02/15/2019
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CATALINA MARKETING CORPORATION
<b>Street Address:</b>	200 CARILLON PARKWAY
<b>City:</b>	ST. PETERSBURG
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33716
<b>Name:</b>	MODIV MEDIA, INC.
<b>Street Address:</b>	200 CARILLON PARKWAY
<b>City:</b>	ST. PETERSBURG
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33716
<b>Name:</b>	CELLFIRE INC.
<b>Street Address:</b>	2890 ZANKER ROAD
<b>Internal Address:</b>	SUITE 200
<b>City:</b>	SAN JOSE
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95134
<b>PROPERTY NUMBERS Total: 40</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	11349037
Application Number:	12639609
Application Number:	11349050
Application Number:	12639776
Application Number:	11408599
Application Number:	12574179
Application Number:	14979756
Application Number:	14742993
Application Number:	14792559

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Property Type	Number
Application Number:	14793688
Application Number:	62203700
Application Number:	15082266
Application Number:	15090290
Application Number:	15149916
Application Number:	62424836
Application Number:	62424847
Application Number:	15233177
Application Number:	15233300
Application Number:	15270617
Application Number:	15344989
Application Number:	14337100
Application Number:	14320446
Application Number:	14199576
Application Number:	62507113
Application Number:	62507116
Application Number:	62522582
Application Number:	15819256
Application Number:	15790656
Application Number:	62613347
Application Number:	62613344
Application Number:	62612934
Application Number:	15880041
Application Number:	15879991
Application Number:	14223585
Application Number:	14212211
Application Number:	14294009
Application Number:	14306109
Application Number:	14444879
Application Number:	14451335
Application Number:	14560703

#### **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

**Email:** dpuljic@jonesday.com

**Correspondent Name:** DANIEL PULJIC / JONES DAY

**Address Line 1:** 901 LAKESIDE AVENUE

**PATENT**

**REEL: 048393 FRAME: 0427**

Address Line 2:	NORTH POINT
Address Line 4:	CLEVELAND, OHIO 44114

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:	02/21/2019
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**Total Attachments: 9**

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**TERMINATION AND RELEASE OF  
SECURITY INTEREST IN  
PATENT RIGHTS**

THIS TERMINATION AND RELEASE OF SECURITY INTEREST IN PATENT RIGHTS (this "Termination and Release"), dated as of February 15, 2019, is made by BANK OF AMERICA, N.A. (the "Secured Party").

WITNESSETH:

WHEREAS, pursuant to each of (i) the Patent Security Agreement dated November 26, 2014 (the "2014 Patent Security Agreement"), (ii) the Patent Security Agreement dated March 29, 2016 (the "2016 Patent Security Agreement"), (iii) the Patent Security Agreement dated March 6, 2017 (the "2017 Patent Security Agreement"), (iv) the Patent Security Agreement dated March 9, 2018 (the "March 2018 Patent Security Agreement"), and (v) the Patent Security Agreement dated April 12, 2018 (the "April 2018 Patent Security Agreement" and together with the 2014 Patent Security Agreement, the 2016 Patent Security Agreement, the 2017 Patent Security Agreement and the March 2018 Patent Security Agreement, the "Patent Security Agreements"), a lien on and security interest (the "Security Interest") was granted by CATALINA MARKETING CORPORATION, MODIV MEDIA, INC. and CELLFIRE INC., as applicable (collectively, the "Grantors"), to the Secured Party in the Patent Collateral (as hereinafter defined);

WHEREAS, (i) the 2014 Patent Security Agreement was recorded in the Patent Division of the United States Patent and Trademark Office on April 8, 2015, at Reel/Frame 35387/0923, (ii) the 2016 Patent Security Agreement was recorded on March 29, 2016, at Reel/Frame 38125/0521, (iii) the 2017 Patent Security Agreement was recorded on March 7, 2017, at Reel/Frame 41488/0133, (iv) the March 2018 Patent Security Agreement was recorded on March 23, 2018, at Reel/Frame 45324/0566, and (v) the April 2018 Patent Security Agreement was recorded on May 11, 2018, at Reel/Frame 45779/0282; and

WHEREAS, the Secured Party now desires to terminate and release the entirety of its Security Interest in the Patent Collateral listed on Schedule 1 hereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and upon the terms set forth in this Termination and Release, the Secured Party hereby agrees as follows:

1. Definitions. The term "Patent Collateral," as used herein, shall mean all of the Grantors' rights, titles and interests of every kind and nature in, to and under the Patents, Patent applications and proceeds thereof, including without limitation the Patents and Patent applications listed on Schedule 1 hereto. Capitalized terms not defined herein have the meanings set forth in the Patent Security Agreements.

2. Release of Security Interest. The Secured Party, without representation, warranty or recourse, hereby terminates, releases and discharges any and all security interests in the Patent Collateral, including the Patent Collateral listed on Schedule 1 hereto, and any right, title or interest of the Secured Party in such Patent Collateral shall hereby cease and become void.

3. Recordation. The Secured Party authorizes the United States Patent and Trademark Office or any other applicable government authority to record this Termination and Release at the Grantors' expense.

4. Further Assurances. The Secured Party agrees, at the Grantors' expense, to take all further actions, and provide to the Grantors and their successors, assigns and legal representatives all such cooperation and assistance, including, without limitation, the execution and delivery of any and all further documents or other instruments, as the Grantors and their successors, assigns and legal representatives may reasonably request in order to confirm, effectuate or record this Termination and Release.

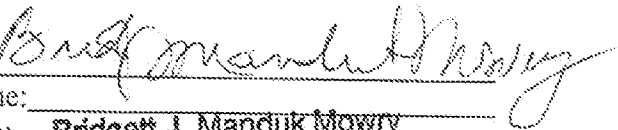
5. Execution. Telecopied signatures hereto shall be of the same force and effect as an original of a manually signed copy.

6. Governing Law. **THIS TERMINATION AND RELEASE AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE UNITED STATES AND THE STATE OF NEW YORK WITHOUT REFERENCE TO ANY CHOICE OR CONFLICT OF LAW DOCTRINE THAT WOULD RESULT IN THE APPLICATION OF THE LAWS OF ANOTHER JURISDICTION.**

[Signature page follows]


IN WITNESS WHEREOF, the undersigned has executed this Termination and Release of Security Interest in Patent Rights by its duly authorized officer as of the date first above written.

**BANK OF AMERICA, N.A.**  
as the Secured Party

By:   
Name: \_\_\_\_\_  
Title: Bridgett J. Manduk Mowry  
Vice President

ACKNOWLEDGED:

**WILMINGTON SAVINGS FUND SOCIETY, FSB**  
as the successor agent

By:   
Name: Geoffrey J. Lewis  
Title: Vice President

Schedule 1  
**PATENTS**

**A. Reel/Frame: 35387/0923**

**Patents:** None.

**Patent Applications:**

<u>OWNER</u>	<u>PATENT NUMBER</u>	<u>TITLE</u>
Cellfire Inc.	11/349,037	Delivering Targeted Advertising to Mobile Devices
Cellfire Inc.	12/639,609	Delivering Targeted Advertising to Mobile Devices
Cellfire Inc.	11/349,050	Delivering Targeted Advertising to Mobile Devices
Cellfire Inc.	12/639,776	Delivering Targeted Advertising to Mobile Devices
Cellfire Inc.	11/408,599	Paying for Placement for Advertising on Mobile Devices
Cellfire Inc.	12/574,179	Electronic Coupons

**B. Reel/Frame: 038125/0521**

<b>Owner</b>	<b>Firm ID Firm Case No.</b>	<b>Title</b>	<b>Country Publication No.</b>	<b>Application</b>	<b>Serial Number</b>	<b>Issue Date or Date Abandoned</b>	<b>Patent Number</b>	<b>Status</b>
Modiv Media, Inc.	45NY- 222434	System and Method for Administering a Loyalty Program and Processing Payments	United States	12/28/2015	14/979,756			<b>PENDING</b> Awaiting first action.

Catalina Marketing Corporation	45NY-216063	System and Method of Encoding Item Information from a Scale in a Self-Service Scanning Solution	United States US-2015-0285671-A1	06/18/2015	14/742,993			<b>PENDING</b> Awaiting first action.
Catalina Marketing Corporation	45NY-218127	Dimensional Translator	United States US-2016-0063554-A1	07/06/2015	14/792,559			<b>PENDING</b> Response to Non-Final Action due 3/22/16
Cellfire Inc.	45NY-218128	Delivering Targeted Advertising to Mobile Devices	United States US-2016-0034954-A1	07/07/2015	14/793,688			<b>PENDING</b> Awaiting first action
Catalina Marketing Corporation	45NY-219538	Systems and Methods for Wireless Point of Sale Interaction Management	United States	08/11/2015	62/203,700			<b>PENDING</b> Conversion and Foreign Filing Deadline is 8/11/16

C.      Reel/Frame: 041488/0133

Owner	Title	Country Publication No.	Application Date	Serial Number	Issue Date or Date Abandoned	Patent Number
Cellfire Inc.	DELIVERING TARGETED ADVERTISING TO MOBILE DEVICES	United States of America	Mar-28-2016	15/082266		
Catalina Marketing Corporation	POS NETWORK INCLUDING PRINTING AND HIGHLIGHTING	United States of America	Apr-04-2016	15/090290		



Catalina Marketing Corporation	SYSTEM AND METHOD OF PROVIDING A PARTICULAR NUMBER OF DISTRIBUTIONS OF MEDIA CONTENT THROUGH A PLURALITY OF DISTRIBUTION NODES	United States of America	May-09-2016	15/149916		
Catalina Marketing Corporation	REAL-WORLD CONVERSION TRACKING	United States of America	Nov-21-2016	62/424836		
Catalina Marketing Corporation	REAL-TIME BIDDING ON PHYSICAL MEDIA	United States of America	Nov-21-2016	62/424847		
Catalina Marketing Corporation	SELF-CONFIGURING NETWORKED MEDIA HUB DEVICES WITH AUTOMATED CONFIGURATION AND FAILOVER RECOVERY OF PEERS	United States of America	Aug-10-2016	15/233177		
Catalina Marketing Corporation	MEDIA HUB DEVICES WITH PASSIVE MONITORING OF	United States of America	Aug-10-2016	15/233300		
	USER DEVICES AND TARGETED MEDIA TRANSMISSION THROUGH IN-CHANNEL TRANSMISSION OR SHIFTED CHANNEL TRANSMISSION					
Catalina Marketing Corporation	DIMENSIONAL TRANSLATOR	United States of America	Sep-20-2016	15/270617		
Catalina Marketing Corporation	SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO	United States of America	Nov-07-2016	15/344989		

	<b>CUSTOMERS THROUGH A COMPUTER NETWORK</b>					
Modiv Media, Inc.	System and Method for Administering a Loyalty Program and Processing Payments	United States of America	Jul-21-2014	14/337100	Dec-29-2015	9224154
Catalina Marketing Corporation	<b>COMBINATION PRINTER AND ITS PAPER</b>	United States of America	Jun-30-2014	14/320446	Jul-12-2016	9390595
Catalina Marketing Corporation	<b>SYSTEM AND METHOD OF PROVIDING A PARTICULAR NUMBER OF DISTRIBUTIONS OF MEDIA CONTENT THROUGH A PLURALITY OF DISTRIBUTION NODES</b>	United States of America	Mar-06-2014	14/199576	May-10-2016	9336537

**D. Reel/Frame: 45324/0566**

<b>Owner</b>	<b>Title</b>	<b>Country Publication No.</b>	<b>Application Date</b>	<b>Serial Number</b>	<b>Issue Date or Date Abandoned</b>	<b>Patent Number</b>
Catalina Marketing Corporation	Offer Personalization Engine for Targeted Marketing of Consumer Packaged Goods	United States of America	May-16-2017	62/507113		
Catalina Marketing Corporation	Offer Personalization Engine for Targeted Marketing of Branded Consumer Packaged Goods	United States of America	May-16-2017	62/507116		
Catalina Marketing Corporation	Machine Learning for Marketing of Branded Consumer Packaged Goods	United States of America	Jul-20-2017	62/522582		

<b>Owner</b>	<b>Title</b>	<b>Country Publication No.</b>	<b>Application Date</b>	<b>Serial Number</b>	<b>Issue Date or Abandoned</b>	<b>Patent Number</b>
Catalina Marketing Corporation	Real-World Conversion Tracking	United States of America	Nov-21-2017	15/819256		
Catalina Marketing Corporation	DIMENSIONAL TRANSLATOR	United States of America	Oct-23-2017	15/790656		
Catalina Marketing Corporation	Real-Time, Remote Validation of Added Value Certificates	United States of America	Jan-3-2018	62/613347		
Catalina Marketing Corporation	Real-Time, Point of Sale Consumer Rebates	United States of America	Jan-3-2018	62/613344		
Catalina Marketing Corporation	Identifying Shoppers Online	United States of America	Jan-2-2018	62/612934		
Catalina Marketing Corporation	Offer Personalization Engine for Targeted Marketing of Consumer Packaged Goods	United States of America	Jan-25-2018	15/880041		
Catalina Marketing Corporation	Offer Personalization Engine for Targeted Marketing of Branded Consumer Packaged Goods	United States of America	Jan-25-2018	15/879991		

**E. Reel/Frame: 045779/0282**

<b>Owner</b>	<b>Title</b>	<b>Serial No.</b>	<b>Application Date</b>	<b>Patent No.</b>	<b>Issue Date</b>
Catalina Marketing Corporation	Dimensional Translator	14/223,585	03/24/2014	9,076,121	07/07/2015

Catalina Marketing Corporation	System and Method for Selective Auditing of Mobile Commerce Baskets	14/212,211	03/14/2014	N/A	N/A
Catalina Marketing Corporation	Method and System for Generating Certificates Having Unique ID Data	14/294,009	06/02/2014	N/A	N/A
Catalina Marketing Corporation	Price Paid Database Method and System	14/306,109	06/16/2014	N/A	N/A
Catalina Marketing Corporation	Store Solutions	14/444,879	07/28/2014	N/A	N/A
Catalina-Marketing Corporation	PQS Printing Triggered by Pharmacy Prescription Orders	14/451,335	08/04/2014	N/A	N/A
Catalina Marketing Corporation	System anti Method of Identifying Mobile Devices of Users Involved in Purchase Transactions	14/560,703	12/04/2014	N/A	N/A

PATENT

REEL: 048393 FRAME: 0437

RECORDED: 02/21/2019