

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7108562

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT		
CONVEYING PARTY DATA			
Name			Execution Date
HARLAND CLARKE CORP.			12/17/2021
RECEIVING PARTY DATA			
Name:	VALASSIS DIGITAL CORP.		
Street Address:	15955 LA CANTERA PARKWAY		
City:	SAN ANTONIO		
State/Country:	TEXAS		
Postal Code:	78256		
PROPERTY NUMBERS Total: 3			
Property Type	Number		
Application Number:	14661512		
Application Number:	16194745		
Application Number:	29520254		
CORRESPONDENCE DATA			
Fax Number:	(877)769-7945		
<i>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.</i>			
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ATTORNEY DOCKET NUMBER:	35613-0345001		
NAME OF SUBMITTER:	NANCY GRANT		
SIGNATURE:	/Nancy Grant/		
DATE SIGNED:	01/06/2022		
Total Attachments: 3			
source=Patent Assignment Agreement fully executed#page1.tif			
source=Patent Assignment Agreement fully executed#page2.tif			
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PATENT ASSIGNMENT AGREEMENT

Assignor: Harland Clarke Corp.
a corporation organized and existing under the laws of Delaware and having a place of business at: 15955 La Cantera Parkway, San Antonio, TX 78256.

Assignee: Valassis Digital Corp.
a corporation organized and existing under the laws of Delaware and having a place of business at: 15955 La Cantera Parkway, San Antonio, TX 78256.

Country	Application No.	Filing Date	Title
United States	14/661,512	3/18/2015	GRAPHICAL SYSTEM FOR DATABASE MARKETING
United States	16/194,745	11/19/2018	GRAPHICAL SYSTEM FOR DATABASE MARKETING
United States	29/520,254	3/12/2015	DISPLAY SCREEN WITH GRAPHICAL USER INTERFACE

1. Assignor represents that it is the owner of the patents and patent applications listed above, and of all foreign and domestic patents, patent applications, including continuation-in-part applications, reissues, re-examinations, certificates of invention, and the like that derive priority from, or claim the benefit of the filing date of, the patents and patent applications listed above (the "Patents and Patent Applications") and of all new and useful inventions and improvements that are disclosed in the Patents and Patent Applications (the "Inventions"). The Patents and Patent Applications and the Inventions are collectively referred to as the "Patent Assets."
2. Assignor hereby assigns to Assignee its entire worldwide right, title, and interest in and to the Patent Assets, including the right to file and prosecute, in Assignee's name wherever so permitted by law or in the name of Assignor wherever necessary, patent applications, including corresponding and continuing applications, reissues, re-examinations, certificates of invention, and the like based on any of the Patent Assets, and to claim priority to any of the Patents and Patent Applications pursuant to the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. Assignor acknowledges receipt of fair and adequate consideration for this Assignment.
3. Assignor shall, when requested by Assignee and at no cost to Assignor, (i) execute or cause to be executed all rightful oaths, assignments, and powers of attorney to Assignee or to agents and legal representatives of Assignee, and all other papers necessary and proper to carry out the intent and purpose of this Assignment, (ii) execute all papers necessary in connection with the

Patents and Patent Applications, and any continuing, divisional, reissue, reexamination or other corresponding application thereof or post-grant proceeding relating thereto and to execute any separate assignment in connection with any such application as Assignee may deem necessary or expedient; and (iii) perform all affirmative acts that may be necessary to obtain a grant of a valid patent to Assignee on any of the Inventions.

4. Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to any claims, whether known or unknown, suspected or unsuspected, of any nature, including choses in action, that Assignor has or may have against any party for infringement of the Patents and Patent Applications, and acknowledges receipt of fair and adequate consideration for this Assignment.
5. Assignor represents that Assignor has the full right to convey the interests assigned by this Assignment, and that Assignor has not executed and will not execute any agreement in conflict with this Assignment.
6. This Assignment is binding upon and inures to the benefit of the successors and assigns of the parties.

[ASSIGNMENT CONTINUES ON SIGNATURE PAGE]

IN WITNESS THEREOF, the parties hereto have executed this Patent Assignment Agreement as of December 31, 2021 (the "Effective Date").

ASSIGNOR:

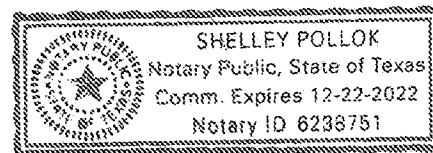
HARLAND CLARKE CORP.
a Delaware corporation

DocuSigned by:
By: Peter A. Fera, Jr.
Name: Peter A. Fera, Jr.
Title: Executive Vice President and CFO

State of Texas
County of Bexar

The foregoing instrument was acknowledged before me this 17th day of December, 2021, by Peter A. Fera, Jr. personally known to me.

Shelley Pollok
Notary Public



ASSIGNEE:

VALASSIS DIGITAL CORP.
a Delaware corporation

DocuSigned by:
By: Lee Ann Stevenson
Name: Lee Ann Stevenson
Title: General Counsel & Chief Administrative Officer

State of Texas
County of Bexar

The foregoing instrument was acknowledged before me this 17th day of December, 2021, by Lee Ann Stevenson, personally known to me.

Shelley Pollok
Notary Public

