

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT7949468

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	PATENT SECURITY AGREEMENT

**CONVEYING PARTY DATA**

Name	Execution Date
CATALINA MARKETING CORPORATION	05/10/2023
CELLFIRE LLC	05/10/2023
MODIV MEDIA, LLC	05/10/2023

**RECEIVING PARTY DATA**

<b>Name:</b>	GLAS AMERICAS LLC
<b>Street Address:</b>	3 SECOND ST.
<b>Internal Address:</b>	SUITE 206
<b>City:</b>	JERSEY CITY
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	07311

**PROPERTY NUMBERS Total: 92**

Property Type	Number
Patent Number:	7599850
Patent Number:	8108251
Patent Number:	9471933
Patent Number:	11042905
Patent Number:	10354269
Patent Number:	8620737
Patent Number:	8678272
Patent Number:	8001044
Patent Number:	8005753
Patent Number:	7653594
Patent Number:	7398248
Patent Number:	7870019
Patent Number:	7415426
Patent Number:	7788125
Patent Number:	7708360
Patent Number:	8464929
Patent Number:	8650065

PATENT

Property Type	Number
Patent Number:	8964244
Patent Number:	8764138
Patent Number:	8275655
Patent Number:	8271324
Patent Number:	10664815
Patent Number:	8082177
Patent Number:	8104671
Patent Number:	8799020
Patent Number:	9305438
Patent Number:	8363265
Patent Number:	8392243
Patent Number:	8768856
Patent Number:	8180669
Patent Number:	8583474
Patent Number:	8756154
Patent Number:	8612292
Patent Number:	7933895
Patent Number:	8548847
Patent Number:	8620732
Patent Number:	8301494
Patent Number:	8554611
Patent Number:	8620733
Patent Number:	8484076
Patent Number:	8583475
Patent Number:	9811836
Patent Number:	10430798
Patent Number:	10657561
Patent Number:	8783561
Patent Number:	8626130
Patent Number:	10387817
Patent Number:	8789749
Patent Number:	10643241
Patent Number:	10451432
Patent Number:	11023930
Patent Number:	9336537
Patent Number:	9062999
Patent Number:	10970744
Patent Number:	10496946

<b>Property Type</b>	<b>Number</b>
<b>Patent Number:</b>	9076121
<b>Patent Number:</b>	9390595
<b>Patent Number:</b>	9224154
<b>Patent Number:</b>	10318711
<b>Patent Number:</b>	9298677
<b>Patent Number:</b>	9785973
<b>Patent Number:</b>	10001403
<b>Patent Number:</b>	10628854
<b>Patent Number:</b>	10102541
<b>Patent Number:</b>	10643195
<b>Patent Number:</b>	10977634
<b>Patent Number:</b>	9830616
<b>Patent Number:</b>	10366415
<b>Patent Number:</b>	11170435
<b>Patent Number:</b>	11222347
<b>Patent Number:</b>	11216837
<b>Patent Number:</b>	11170329
<b>Patent Number:</b>	11257094
<b>Patent Number:</b>	11301899
<b>Patent Number:</b>	11501335
<b>Application Number:</b>	16429733
<b>Application Number:</b>	17228467
<b>Application Number:</b>	17351859
<b>Application Number:</b>	17425245
<b>Application Number:</b>	17429595
<b>Application Number:</b>	17521362
<b>Application Number:</b>	17521417
<b>Application Number:</b>	17521431
<b>Application Number:</b>	17567746
<b>Application Number:</b>	17572299
<b>Application Number:</b>	63334522
<b>Application Number:</b>	63392624
<b>Application Number:</b>	17717576
<b>Application Number:</b>	17781683
<b>PCT Number:</b>	US2022017820
<b>PCT Number:</b>	US2022021892
<b>PCT Number:</b>	US2022022857

**CORRESPONDENCE DATA****Fax Number:** (214)746-7777*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:** 2147467700**Email:** juan.arias@weil.com**Correspondent Name:** BRENDAN CONLEY**Address Line 1:** WEIL, GOTSHAL & MANGES LLP**Address Line 2:** 200 CRESCENT COURT, SUITE 300**Address Line 4:** DALLAS, TEXAS 75201-6950

<b>NAME OF SUBMITTER:</b>	BRENDAN CONLEY
<b>SIGNATURE:</b>	/BRENDAN CONLEY/
<b>DATE SIGNED:</b>	05/10/2023

**Total Attachments: 11**

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**PATENT SECURITY AGREEMENT**

**Patent Security Agreement**, dated as of May 10, 2023, by Catalina Marketing Corporation, Cellfire LLC and Modiv Media, LLC (individually, a “**Grantor**”, and, collectively, the “**Grantors**”), in favor of GLAS AMERICAS LLC, in its capacity as collateral agent pursuant to the Credit Agreement (as defined in the Security Agreement, defined below) (in such capacity, the “**Collateral Agent**”).

**WITNESSETH:**

WHEREAS, the Grantors are party to a Security Agreement dated as of May 10, 2023 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”) in favor of the Collateral 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 Collateral Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, the Grantors hereby agree with the Collateral 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 Collateral 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 Collateral Agent pursuant to the Security Agreement and Grantors hereby acknowledge and affirm that the rights and remedies of the Collateral 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 Collateral Agent shall otherwise determine.

SECTION 4. Termination. Upon the termination of the Security Agreement in accordance with Section 6.11 thereof, the Collateral 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, as  
Grantor

By: Michael Huffmaster  
Name: Michael Huffmaster  
Title: Chief Financial Officer

CELLFIRE LLC, as Grantor

By: Michael Huffmaster  
Name: Michael Huffmaster  
Title: President

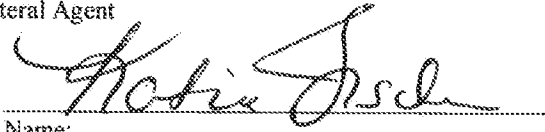
MODIV MEDIA, LLC, as Grantor

By: Michael Huffmaster  
Name: Michael Huffmaster  
Title: Vice President

[Patent Security Agreement]

GLAS AMERICAS LLC,  
as Collateral Agent

By:



Name:

Title:

Katie Fischer  
Vice President

*[Patent Security Agreement]*

**PATENT**  
**REEL: 063625 FRAME: 0835**

**Schedule I**

**to  
PATENT SECURITY AGREEMENT  
PATENTS AND PATENT APPLICATIONS**

**Patents:**

OWNER	PATENT NUMBER	TITLE
Catalina Marketing Corporation	7599850	METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE TRANSACTIONS OVER A NETWORK
Catalina Marketing Corporation	8108251	METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE TRANSACTIONS OVER A NETWORK
Catalina Marketing Corporation	9471933	DIMENSIONAL TRANSLATOR
Cellfire LLC	11042905	DELIVERING TARGETED ADVERTISING TO MOBILE DEVICES
Modiv Media, LLC	10354269	SYSTEM AND METHOD FOR ADMINISTERING A LOYALTY PROGRAM AND PROCESSING PAYMENTS
Catalina Marketing Corporation	8620737	SMALL STORE SYSTEM
Catalina Marketing Corporation	8678272	DIMENSIONAL TRANSLATOR
Catalina Marketing Corporation	8001044	TARGETED INCENTIVES BASED UPON PREDICTED BEHAVIOR
Catalina Marketing Corporation	8005753	TARGETED INCENTIVES BASED UPON PREDICTED BEHAVIOR
Catalina Marketing Corporation	7653594	TARGETED INCENTIVES BASED UPON PREDICTED BEHAVIOR
Catalina Marketing Corporation	7398248	SYSTEM AND METHOD FOR USING CARDS FOR SPONSORED PROGRAMS
Catalina Marketing Corporation	7870019	METHOD AND SYSTEM FOR PROVIDING PROMOTIONS TO A CUSTOMER BASED ON THE STATUS OF PREVIOUS PROMOTIONS
Catalina Marketing Corporation	7415426	METHOD AND SYSTEM FOR PROVIDING PROMOTIONS TO A CUSTOMER BASED ON THE STATUS OF PREVIOUS PROMOTIONS
Catalina Marketing Corporation	7788125	DATA STRUCTURE AND ARCHITECTURE FOR PROCESSING TRANSACTION DATA
Catalina Marketing Corporation	7708360	COMBINATION PRINTER AND ITS PAPER
Catalina Marketing Corporation	8464929	STORE SOLUTIONS
Catalina Marketing Corporation	8650065	ASSUMED DEMOGRAPHICS, PREDICTED BEHAVIOR, AND TARGETED INCENTIVES
Catalina Marketing Corporation	8964244	COLOR PRINTER TECHNOLOGY
Catalina Marketing Corporation	8764138	COMBINATION PRINTER AND ITS PAPER



Catalina Marketing Corporation	8275655	SMALL STORE SYSTEM
Catalina Marketing Corporation	8271324	SMALL STORE SYSTEM
Catalina Marketing Corporation / Meijer, Inc.	10664815	SECURE CUSTOMER RELATIONSHIP MARKETING SYSTEM AND METHOD
Catalina Marketing Corporation	8082177	INTEGRATION OF MULTIPLE CONSUMER COMMUNICATIONS

OWNER	PATENT NUMBER	TITLE
Catalina Marketing Corporation	8104671	STORE SOLUTIONS
Catalina Marketing Corporation	8799020	POS PRINTING TRIGGERED BY PHARMACY PRESCRIPTION ORDERS
Catalina Marketing Corporation	9305438	POS NETWORK INCLUDING PRINTING AND HIGHLIGHTING
Catalina Marketing Corporation	8363265	COLOR PRINTER TECHNOLOGY
Catalina Marketing Corporation	8392243	INTEGRATED POS COMPUTER SYSTEM
Catalina Marketing Corporation	8768856	AMBER ALERT SYSTEM AND METHOD FOR LOCATING MISSING CHILDREN
Catalina Marketing Corporation	8180669	PRODUCT RECALL USING CUSTOMER PRIOR SHOPPING HISTORY DATA
Catalina Marketing Corporation	8583474	SYSTEM AND METHOD FOR PROVIDING RELATIVE PRICE POINT INCENTIVES BASED UPON PRIOR CUSTOMER PURCHASE BEHAVIOR
Catalina Marketing Corporation	8756154	PRICE PAID DATABASE METHOD AND SYSTEM
Catalina Marketing Corporation	8612292	METHOD AND SYSTEM FOR DELIVERING TARGETED RESEARCH INVITATIONS
Catalina Marketing Corporation	7933895	COUPON AND INTERNET SEARCH METHOD AND SYSTEM WITH MAPPING ENGINE
Catalina Marketing Corporation	8548847	METHOD AND SYSTEM FOR GENERATING REAL-TIME DIRECTIONS ASSOCIATED WITH PRODUCT PROMOTIONS
Catalina Marketing Corporation	8620732	METHOD AND SYSTEM FOR PRESENTING BANNERS HAVING DIRECT LINK TO USER PROFILE INFORMATION
Catalina Marketing Corporation	8301494	METHOD AND SYSTEM FOR MANAGING INVENTORY AND PROMOTIONS CAMPAIGN BASED ON REDEMPTION DATA
Catalina Marketing Corporation	8554611	METHOD AND SYSTEM FOR ELECTRONIC DELIVERY OF INCENTIVE INFORMATION BASED ON USER PROXIMITY
Catalina Marketing Corporation	8620733	METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF INCENTIVES HAVING REAL-TIME CONSUMER-BASED DIRECTIONS
Catalina Marketing Corporation	8484076	PROXIMITY-BASED METHOD AND SYSTEM FOR GENERATING CUSTOMIZED INCENTIVES
Catalina Marketing Corporation	8583475	METHOD AND SYSTEM FOR GENERATING INTELLIGENT ELECTRONIC BANNERS BASED ON USER INFORMATION

OWNER	PATENT NUMBER	TITLE
Modiv Media, LLC	9811836	SYSTEM AND METHOD OF A MEDIA DELIVERY SERVICES PLATFORM FOR TARGETING CONSUMERS IN REAL TIME
Modiv Media, LLC	10430798	SYSTEM AND METHOD OF A MEDIA DELIVERY SERVICES PLATFORM FOR TARGETING CONSUMERS IN REAL TIME
Modiv Media, Inc.	10657561	ZONE TRACKING SYSTEM AND METHOD
Modiv Media, LLC	8783561	SYSTEM AND METHOD FOR ADMINISTERING A LOYALTY PROGRAM AND PROCESSING PAYMENTS
Modiv Media, LLC	8626130	SYSTEM AND METHOD FOR USER CONTROLLED LOG-IN; INTERACTING AND LOG-OUT
Catalina Marketing Corporation	10387817	SYSTEM AND METHOD OF INITIATING IN-TRIP AUDITS IN A SELF-CHECKOUT SYSTEM
Catalina Marketing Corporation	8789749	STORE SOLUTIONS
Catalina Marketing Corporation	10643241	PROXIMITY-BASED METHOD AND SYSTEM FOR GENERATING CUSTOMIZED INCENTIVES
Catalina Marketing Corporation	10451432	METHOD AND SYSTEM FOR GENERATING REAL-TIME DIRECTIONS ASSOCIATED WITH PRODUCT PROMOTIONS
Catalina Marketing Corporation	11023930	METHOD AND SYSTEM FOR GENERATING INTELLIGENT ELECTRONIC BANNERS BASED ON USER INFORMATION
Catalina Marketing Corporation	9336537	SYSTEM AND METHOD OF PROVIDING A PARTICULAR NUMBER OF DISTRIBUTIONS OF MEDIA CONTENT THROUGH A PLURALITY OF DISTRIBUTION NODES

OWNER	PATENT NUMBER	TITLE
Catalina Marketing Corporation	9062999	SYSTEM AND METHOD OF ENCODING ITEM INFORMATION FROM A SCALE IN A SELF-SERVICE SCANNING SOLUTION
Catalina Marketing Corporation	10970744	METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF INCENTIVES HAVING REAL-TIME CONSUMER-BASED DIRECTIONS
Catalina Marketing Corporation	10496946	SYSTEM AND METHOD FOR RISK-BASED AUDITING OF SELF-SCAN SHOPPING BASKETS
Catalina Marketing Corporation	9076121	DIMENSIONAL TRANSLATOR
Catalina Marketing Corporation	9390595	COMBINATION PRINTER AND ITS PAPER
Modiv Media, LLC	9224154	SYSTEM AND METHOD FOR ADMINISTERING A LOYALTY PROGRAM AND PROCESSING PAYMENTS
Catalina Marketing Corporation	10318711	POS PRINTING TRIGGERED BY PHARMACY PRESCRIPTION ORDERS
Cellfire LLC	9298677	DELIVERING TARGETED ADVERTISING TO MOBILE DEVICES
Cellfire LLC	9785973	DELIVERING TARGETED ADVERTISING TO MOBILE DEVICES
Catalina Marketing Corporation	10001403	SYSTEM AND METHOD OF ENCODING ITEM INFORMATION FROM A SCALE IN A SELF-SERVICE SCANNING SOLUTION
Cellfire LLC	10628854	DELIVERING TARGETED ADVERTISING TO MOBILE DEVICES
Catalina Marketing Corporation	10102541	SYSTEM AND METHOD OF PROVIDING A PARTICULAR NUMBER OF DISTRIBUTIONS OF MEDIA CONTENT THROUGH A PLURALITY OF DISTRIBUTION NODES
Catalina Marketing Corporation	10643195	SELF-CONFIGURING NETWORKED MEDIA HUB DEVICES WITH AUTOMATED CONFIGURATION AND FAILOVER RECOVERY OF PEERS
Catalina Marketing Corporation	10977634	MEDIA HUB DEVICES WITH PASSIVE MONITORING OF USER DEVICES AND TARGETED MEDIA TRANSMISSION THROUGH IN-CHANNEL TRANSMISSION OR SHIFTED CHANNEL TRANSMISSION
Catalina Marketing Corporation	9830616	DIMENSIONAL TRANSLATOR
Catalina Marketing Corporation	10366415	DIMENSIONAL TRANSLATOR
Catalina Marketing Corporation	11170435	OFFER PERSONALIZATION ENGINE FOR TARGETED MARKETING OF BRANDED CONSUMER PACKAGED GOODS

OWNER	PATENT NUMBER	TITLE
Catalina Marketing Corporation	11222347	MACHINE LEARNING FOR MARKETING OF BRANDED CONSUMER PRODUCTS
Catalina Marketing Corporation	11216837	IDENTIFYING CONSUMERS ONLINE FOR PROVIDING OFFERS AND COUPON VALIDATION ONLINE, IN REAL-TIME, AND AT THE POINT OF SALE
Catalina Marketing Corporation	11170329	SYSTEM AND METHOD FOR INITIATING IN-TRIP AUDITS IN A SELF-CHECKOUT SYSTEM
Modiv Media, LLC	11257094	SYSTEM AND METHOD OF A MEDIA DELIVERY SERVICES PLATFORM FOR TARGETING CONSUMERS IN REAL TIME
Catalina Marketing Corporation	11301899	PERSONALIZED PRODUCT SERVICE
Modiv Media, Inc.	11501335	ZONE TRACKING SYSTEM AND METHOD

**Patent Applications:**

OWNER	APPLICATION NUMBER	TITLE
Catalina Marketing Corporation	16/429733	PARAMETRIC TRACKING AND TRIGGERING OF ADVERTISING EVENTS IN ONLINE MULTIMEDIA ENVIRONMENTS
Catalina Marketing Corporation	17/228467	MEDIA HUB DEVICES WITH PASSIVE MONITORING OF USER DEVICES AND TARGETED MEDIA TRANSMISSION THROUGH IN-CHANNEL TRANSMISSION OR SHIFTED CHANNEL TRANSMISSION
CellFire LLC	17/351859	DELIVERING TARGETED ADVERTISING TO MOBILE DEVICES
Catalina Marketing Corporation	17/425245	IN-STORE PRINTING OF PERSONALIZED, ADDED VALUE CERTIFICATES

Catalina Marketing Corporation	17/429595	DIGITAL CONSUMER IDENTIFICATION IN A SUPPLY CHAIN
Catalina Marketing Corporation	17/521362	SYSTEM AND METHOD OF INITIATING IN-TRIP AUDITS IN A SELF-CHECKOUT SYSTEM
Catalina Marketing Corporation	17/521417	OFFER PERSONALIZATION ENGINE FOR TARGETED MARKETING OF BRANDED CONSUMER PACKAGED GOODS
Catalina Marketing Corporation	17/521431	OFFER PERSONALIZATION ENGINE FOR TARGETED MARKETING OF BRANDED CONSUMER PACKAGED GOODS
Catalina Marketing Corporation	17/567746	IDENTIFYING CONSUMERS ONLINE FOR PROVIDING OFFERS AND COUPON VALIDATION ONLINE, IN REAL-TIME, AND AT THE POINT OF SALE
Catalina Marketing Corporation	17/572299	MACHINE LEARNING FOR MARKETING OF BRANDED CONSUMER PRODUCTS
	63/334522	SYSTEM TO ENABLE SPONSORED AD MONETIZATION AND DYNAMIC CONTENT INSERTION AT RUNTIME
	63/392624	SYSTEM TO STREAM REAL TIME EVENTS FROM A PUBLISHER WEBPAGE TO ENABLE REAL WORLD PURCHASE BASED ATTRIBUTION
Catalina Marketing Corporation	17/717576	PERSONALIZED PRODUCT SERVICE
Catalina Marketing Corporation	17/781683	COUPON VALIDATION AND FRAUD MITIGATION
Catalina Marketing Corporation	PCT/US2022/017820	MULTI-DIGITAL INCENTIVE SELECTION WITH A USER-SPECIFIC CODE
Catalina Marketing Corporation	PCT/US2022/021892	SYSTEM TO SELECT IN-STORE OR E-COMMERCE CHANNELS FOR OPTIMIZED DELIVERY OF CREATIVE MEDIA TO CONSUMERS
Catalina Marketing Corporation	PCT/US2022/022857	AUDIENCE LOCATION SCORING
		SYSTEM FOR TAGGING AND MONITORING USERS AGAINST EXPOSED DIGITAL

OFFER/INCENTIVE/DEAL BASED MEDIA  
CONTENT

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SYSTEM TO ENABLE REAL-TIME AND  
IN-MOMENT SKU VALIDATION BASED  
ON USER'S HISTORICAL MEDIA  
CONTENT EXPOSURE

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