

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM510713

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest in Trademarks		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JPMorgan Chase Bank, N.A., as Agent		02/15/2019	Bank: UNITED STATES
<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>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 27</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3428253	CELLFIRE	
<b>Registration Number:</b>	3663095	CELLFIRE	
<b>Registration Number:</b>	3663094	CF	
<b>Registration Number:</b>	3663093	CF	
<b>Registration Number:</b>	2413513	WEB BUCKS	
<b>Registration Number:</b>	4938803	BUYERGRAPHICS	
<b>Registration Number:</b>	4923410	MY FAVORITE DEALS	
<b>Registration Number:</b>	3944313	CATALINA	
<b>Registration Number:</b>	4253604	CATALINA BUYERVISION	
<b>Registration Number:</b>	4191960	CATALINA HEALTH	
<b>Registration Number:</b>	3003710	CATALINA CATEGORY MARKETING	
<b>Registration Number:</b>	2802484	CHECKOUT DIRECT	
<b>Registration Number:</b>	3971357	CHECKOUT	
<b>Registration Number:</b>	3788228	PIVOTAL POINT CONSUMER	
<b>Registration Number:</b>	2839579		
<b>Registration Number:</b>	2921959		
<b>Registration Number:</b>	3318883	MAESTRO	
<b>Registration Number:</b>	2461395	CATALINA MARKETING NETWORK	
<b>Registration Number:</b>	2606388	CATALINA MARKETING	
<b>TRADEMARK</b>			

OP \$690.00 3428253

Property Type	Number	Word Mark
Registration Number:	2161630	CHECKOUT COUPON
Registration Number:	2373242	E-CENTIVES
Registration Number:	2235203	CHECKOUT RX
Registration Number:	1981109	PAY FOR PERFORMANCE
Registration Number:	1630288	CHECKOUT COUPON
Registration Number:	1989427	CHECKOUT PRIZES INSTANT GAME
Registration Number:	1454173	CHECKOUT COUPON
Serial Number:	87027324	CATX

**CORRESPONDENCE DATA**

**Fax Number:** 8004947512

*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:** 202-370-4756

**Email:** ipteam@cogencyglobal.com

**Correspondent Name:** Jay daSilva

**Address Line 1:** 1025 Vermont Ave NW, Suite 1130

**Address Line 2:** COGENCY GLOBAL INC.

**Address Line 4:** Washington, D.C. 20005

**ATTORNEY DOCKET NUMBER:** 1048422 TM DIP

**NAME OF SUBMITTER:** Brandon H. Okun

**SIGNATURE:** /Brandon H. Okun/

**DATE SIGNED:** 02/20/2019

**Total Attachments: 5**

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RELEASE OF  
SECURITY INTEREST IN TRADEMARKS

This RELEASE OF SECURITY INTEREST IN TRADEMARKS (this “Release”), effective as of February 15, 2019 is made by JPMorgan Chase Bank, N.A., in its capacity as administrative agent pursuant to the Credit Agreement (in such capacity, the “Agent”), in favor of Catalina Marketing Corporation (the “Grantor”).

W I T N E S S E T H:

WHEREAS, the Grantor is party to a Security Agreement, dated as of December 14, 2018 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”), in favor of the Agent;

WHEREAS, in connection with the Security Agreement, the Grantor executed and delivered the Trademark Security Agreement, dated as of December 14, 2018, in favor of the Agent (the “Trademark Security Agreement”);

WHEREAS, pursuant to the Trademark Security Agreement, the Grantor pledged and granted to the 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 the Grantor: Trademarks of the Grantor set forth on Schedule I attached hereto (the “Released Trademarks”);

WHEREAS, the Agent recorded its security interest in the Released Trademarks with the United States Patent and Trademark Office (the “USPTO”) on December 14, 2018, at Reel/Frame No. 6500/0962; and

WHEREAS, the Agent has duly authorized the execution, delivery and performance of this Release.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Agent agrees, for the benefit of the Grantor, as follows:

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

SECTION 2. Release of Security Interest. The Agent does hereby release, relinquish and discharge its lien on and security interest in, and right of setoff against, all of the Grantor’s right, title and interest in, to and under the Released Trademarks.

SECTION 3. Termination. The Agent, without any recourse, representation or warranty, hereby terminates and cancels the Trademark Security Agreement.

SECTION 4. Further Assurances. The Agent hereby authorizes the Grantor or the Grantor’s authorized representative to (i) record this Release with the USPTO and/or (ii) otherwise record or file this Release in the applicable governmental office or agency. The Agent further agrees to execute and deliver to the Grantor any and all further documents and

instruments, and do any and all further acts which the Grantor (or its agents or designees) reasonably requests (at the Grantor's sole cost and expense) in order to confirm this Release and the Grantor's right, title and interest in, to and under the Released Trademarks.

SECTION 5. Choice of Law. This Release and any claim, controversy or dispute arising under or related to this Release, whether in tort, contract (at law or in equity) or otherwise, shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

SECTION 6. Counterparts. This Release may be executed in any number of counterparts, each of which shall constitute an original but all of which when taken together shall constitute but one contract. Delivery of an executed counterpart to this Release by facsimile or other electronic transmission shall be effective as delivery of a manually signed original.

[Signatures Follow On Next Page.]

IN WITNESS WHEREOF, the Agent has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date set forth above.

JPMORGAN CHASE BANK, N.A.,  
as Agent

By: \_\_\_\_\_

Name:

Title:









Gina Ruyter  
Executive Director

[Signature Page -- Release of Security Interest in Trademark Rights in Favor of Catalina Marketing Corporation]

**SCHEDULE I**

**Trademark Registrations and Use Applications**

<b>MARK</b>	<b>APPLN NO.</b>	<b>FILED</b>	<b>REGN NO.</b>	<b>REGN DATE</b>	<b>OWNER</b>	<b>STATUS</b>
CATX	87027324	5/6/16			Catalina Marketing Corporation	Pending
CELLFIRE	78704651	8/31/05	3428253	5/13/08	Catalina Marketing Corporation	Registered
CELLFIRE	77620982	11/24/08	3663095	8/4/09	Catalina Marketing Corporation	Registered
CF 	77620947	11/24/08	3663094	8/4/09	Catalina Marketing Corporation	Registered
CF 	77620943	11/24/08	3663093	8/4/09	Catalina Marketing Corporation	Registered
WEB BUCKS	75591519	11/18/98	2413513	12/19/00	Catalina Marketing Corporation	Registered
BUYERGRAPHICS	86780386	10/7/15	4938803	4/12/16	Catalina Marketing Corporation	Registered
MY FAVORITE DEALS	86287069	5/10/14	4923410	3/22/16	Catalina Marketing Corporation	Registered
CATALINA	85125505	9/8/10	3944313	4/12/11	Catalina Marketing Corporation	Registered
CATALINA BUYERVISION	85598965	4/16/12	4253604	12/4/12	Catalina Marketing Corporation	Registered
CATALINA HEALTH	85438254	10/3/11	4191960	8/14/12	Catalina Marketing Corporation	Registered
CATALINA CATEGORY MARKETING	78357603	1/26/04	3003710	10/4/05	Catalina Marketing Corporation	Registered
CHECKOUT DIRECT	78214312	2/13/13	2802484	1/6/04	Catalina Marketing Corporation	Registered
CHECKOUT	77871401	11/12/09	3971357	5/31/11	Catalina Marketing Corporation	Registered
PIVOTAL POINT CONSUMER	77627629	12/5/08	3788228	5/11/10	Catalina Marketing Corporation	Registered
Rectangular Shaped Coupon Design 	76451090	9/13/02	2839579	5/11/04	Catalina Marketing Corporation	Registered
Rectangular Shaped Coupon Design 	76450846	9/13/02	2921959	2/1/05	Catalina Marketing Corporation	Registered
MAESTRO	76177316	12/7/00	3318883	10/23/07	Catalina Marketing Corporation	Cancelled

MARK	APPLN NO.	FILED	REGN NO.	REGN DATE	OWNER	STATUS
CATALINA MARKETING NETWORK	75943162	3/14/00	2461395	6/19/01	Catalina Marketing Corporation	Registered
CATALINA MARKETING	75837816	11/2/99	2606388	8/13/02	Catalina Marketing Corporation	Registered
CHECKOUT COUPON 	75240913	2/11/97	2161630	6/2/98	Catalina Marketing Corporation	Registered
E- CENTIVES	75306695	6/10/97	2373242	8/1/00	Catalina Marketing Corporation	Registered
CHECKOUT RX	75305451	6/9/97	2235203	3/23/99	Catalina Marketing Corporation	Registered
PAY FOR PERFORMANCE	74700921	7/14/95	1981109	6/18/96	Catalina Marketing Corporation	Cancelled
CHECKOUT COUPON	74038597	3/15/90	1630288	1/1/91	Catalina Marketing Corporation	Registered
CHECKOUT PRIZES INSTANT GAME 	74506091	3/28/94	1989427	7/30/96	Catalina Marketing Corporation	Cancelled
CHECKOUT COUPON	73602641	6/2/86	1454173	8/25/87	Catalina Marketing Corporation	Registered