

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM809772

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GLAS AMERICAS LLC, as collateral agent		05/10/2023	Limited Liability Company: NEW YORK

## RECEIVING PARTY DATA

<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

## PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	3428253	CELLFIRE
Registration Number:	3663095	CELLFIRE
Registration Number:	3663093	CF
Registration Number:	4938803	BUYERGRAPHICS
Registration Number:	4923410	MY FAVORITE DEALS
Registration Number:	3944313	CATALINA
Registration Number:	4253604	CATALINA BUYERVISION
Registration Number:	3003710	CATALINA CATEGORY MARKETING
Registration Number:	2802484	CHECKOUT DIRECT
Registration Number:	3971357	CHECKOUT
Registration Number:	2839579	
Registration Number:	2921959	
Registration Number:	2606388	CATALINA MARKETING
Registration Number:	2161630	CHECKOUT COUPON

## CORRESPONDENCE DATA

Fax Number: 2147467777

*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.*

TRADEMARK

**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

**ATTORNEY DOCKET NUMBER:** B.Conley - 34225.0009

**NAME OF SUBMITTER:** Brendan Conley

**SIGNATURE:** /Brendan Conley/

**DATE SIGNED:** 05/10/2023

**Total Attachments: 11**

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**RELEASE OF SECURITY INTEREST  
IN INTELLECTUAL PROPERTY COLLATERAL**

This **RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL** (this “**Release**”), dated as of May 10, 2023, is made by GLAS AMERICAS LLC (“**GLAS Americas**”), as collateral agent for the Lenders under the Credit Agreement referred to below (“**Collateral Agent**”) in favor of CATALINA MARKETING CORPORATION, MODIV MEDIA, LLC and CELLFIRE LLC (collectively, the “**Grantors**”) (terms used in this Release and not herein defined shall have the meanings set forth in the Credit Agreement).

**WHEREAS**, pursuant to that certain Super Priority Senior Term Loan Credit Agreement, dated as of February 27, 2023 (as amended, restated, amended and restated, supplemented or otherwise modified and in effect as of the date hereof, the “**Credit Agreement**”), among PACIFICCO ACQUISITION CORP., a Delaware corporation (“**Holdings**”), each Person party thereto as “**Parent Guarantors**” (together with Holdings, the “**Parent Guarantors**”), CATALINA MARKETING CORPORATION, a Delaware corporation (the “**Borrower**”), the Subsidiary Guarantors party thereto (together with the Parent Guarantors and the Borrower, the “**Loan Parties**”), the lenders party thereto (collectively, the “**Lenders**”), GLAS USA LLC, as Administrative Agent for the Lenders (in such capacity, the “**Administrative Agent**”) and GLAS AMERICAS LLC, as Collateral Agent (in such capacity, the “**Collateral Agent**”), the Lenders agreed to make certain advances of credit and to extend certain financial accommodation to the Borrower;

**WHEREAS**, in connection with the Credit Agreement and pursuant to that certain Security Agreement, dated as of February 27, 2023 (the “**Security Agreement**”), the Grantors granted to Collateral Agent security interests in certain intellectual property owned by the Grantors and were required to further evidence such grant by executing and delivering certain Intellectual Property Security Agreements (as defined in the Security Agreement), including those listed on Annex I, Annex II and Annex III attached hereto (the “**Intellectual Property Collateral**”);

**WHEREAS**, the Patent Security Agreement was recorded in the United States Patent and Trademark Officer (the “**USPTO**”) on February 27, 2023, at Reel 062875 and Frame 0094 and encumbers the Patents scheduled on Annex I hereto;

**WHEREAS**, the Trademark Security Agreement was recorded in the Trademark Division of the USPTO on February 27, 2023, at Reel 7985 and Frame 0920 and encumbers the Trademarks scheduled on Annex II hereto; and

**WHEREAS**, the Copyright Security Agreement was submitted for recording in the United States Copyright Office on February 27, 2023 and encumbers the Copyrights scheduled on Annex III hereto; and

**NOW THEREFORE**, Collateral Agent hereby releases, relinquishes and discharges, without representation, recourse or warranty whatsoever, all of its security interest in the Intellectual Property Collateral, whether granted pursuant to any agreement or document delivered in connection with the Security Agreement and Collateral Agent hereby reassigns any and all right, title and interest granted to Collateral Agent, or (if any) that Collateral Agent may otherwise have, in the Intellectual Property Collateral to the applicable Grantors.

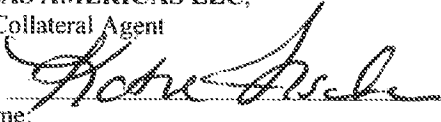
Collateral Agent (i) authorizes the Grantors or their authorized representatives to record this release with the USPTO and/or United States Copyright Office, as applicable, and (ii) agrees, at the Grantors’ expense, to cooperate with the Grantors and to provide the Grantors with the information and additional authorization reasonably required or desirable to effect the release of the Collateral Agent’s security interest in the released collateral described herein.

This Release and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

[Signature Page Follows]

IN WITNESS WHEREOF, the Collateral Agent has executed this Release as of the date first above written.

GLAS AMERICAS LLC,  
as Collateral Agent

By:   
Name:

Title: Katie Fischer  
Vice President

[SIGNATURE PAGE TO RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL (PTL PAYOFF)]

**TRADEMARK**  
**REEL: 008069 FRAME: 0146**

Annex I

PATENT SECURITY INTERESTS

Reel 062875 and Frame 0094

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Delivering Targeted Advertising to Mobile Devices	15082266	3/28/16	10628854	4/21/2020	Cellfire LLC	Granted
System And Method Of A Media Delivery Services Platform For Targeting Consumers In Real Time	13181049	7/12/11	10430798	10/1/2019	Modiv Media, LLC	Granted
System And Method For Administering A Loyalty Program And Processing Payments	14979756	12/28/15	10354269	7/16/2019	Modiv Media, LLC	Granted
System And Method Of Initiating In-Trip Audits In A Self-Checkout System	13896862	5/17/13	10387817	8/20/2019	Catalina Marketing Corporation	Granted
Method And System For Generating Real-Time Directions Associated With Product Promotions	14041554	9/30/13	10451432	10/22/2019	Catalina Marketing Corporation	Granted
Method And System For Generating Intelligent Electronic Banners Based On User Information	14075726	11/8/13	11023930	6/01/2021	Catalina Marketing Corporation	Granted
Method And System For Electronic Distribution Of Incentives Having Real-Time Consumer-Based Directions	14143931	12/30/13	10970744	4/6/2021	Catalina Marketing Corporation	Granted
System And Method For Selective Auditing Of Mobile Commerce Baskets	14212211	3/14/14	10496946	12/3/2019	Catalina Marketing Corporation	Granted
POS Printing Triggered By Pharmacy Prescription Orders	14451335	8/4/14	10318711	6/11/2019	Catalina Marketing Corporation	Granted

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Self-Configuring Networked Media Hub Devices With Automated Configuration And Failover Recovery Of Peers	15233177	8/10/16	10643195	5/5/2020	Catalina Marketing Corporation	Granted
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	10977634	4/13/2021	Catalina Marketing Corporation	Granted
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	11170435	11/19/2021	Catalina Marketing Corporation	Granted
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	11042905	6/22/2021	Cellfire LLC	Granted
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
Delivering Targeted Advertising To Mobile Devices	12/639609	12/16/09	9298677	3/29/16	Cellfire LLC	Granted
Delivering Targeted Advertising To Mobile Devices	11/349037	2/6/06	9785973	10/10/17	Cellfire LLC	Granted

TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
System And Method For User Controlled Log-In; Interacting And Log-Out	11/209862	8/23/05	8626130	1/7/14	Modiv Media, LLC	Granted
System And Method For Administering A Loyalty Program And Processing Payments	11/486707	7/14/06	8783561	7/22/14	Modiv Media, LLC	Granted
System And Method For Administering A Loyalty Program And Processing Payments	14/337100	7/21/14	9224154	12/29/15	Modiv Media, LLC	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, LLC	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
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
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



TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
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
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
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
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
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

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	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 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
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	1/16/07	7933895	4/26/11	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
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


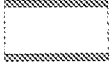


TITLE	APPLN NO.	FILED	Patent No.	GRANT DATE	CURRENT OWNER	STATUS
Method and system for generating real-time directions associated with product promotions	11/143705	6/3/05	8548847	10/1/13	Catalina Marketing Corporation	Granted
Method and system for electronic delivery of incentive information based on 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

Annex II

TRADEMARK SECURITY INTERESTS

Reel 7985 and Frame 0920

United States Registered Trademarks

MARK	APPLN NO.	FILED	REGN NO.	REGN DATE	OWNER
CELLFIRE	78704651	8/31/2005	3428253	5/13/2008	Catalina Marketing Corporation
CELLFIRE	77620982	11/24/2008	3663095	8/4/2009	Catalina Marketing Corporation
CF 	77620943	11/24/2008	3663093	8/4/2009	Catalina Marketing Corporation
BUYERGRAPHICS	86780386	10/7/2015	4938803	4/12/2016	Catalina Marketing Corporation
MY FAVORITE DEALS	86287069	5/10/2014	4923410	3/22/2016	Catalina Marketing Corporation
CATALINA	85125505	9/8/2010	3944313	4/12/2011	Catalina Marketing Corporation
CATALINA BUYERVISION	85598965	4/16/2012	4253604	12/4/2012	Catalina Marketing Corporation
CATALINA CATEGORY MARKETING	78357603	1/26/2004	3003710	10/4/2005	Catalina Marketing Corporation
CHECKOUT DIRECT	78214312	2/13/2013	2802484	1/6/2004	Catalina Marketing Corporation
CHECKOUT	77871401	11/12/2009	3971357	5/31/2011	Catalina Marketing Corporation
Rectangular Shaped Coupon Design 	76451090	9/13/2002	2839579	5/11/2004	Catalina Marketing Corporation
Rectangular Shaped Coupon Design 	76450846	9/13/2002	2921959	2/1/2005	Catalina Marketing Corporation
CATALINA MARKETING	75837816	11/2/1999	2606388	8/13/2002	Catalina Marketing Corporation
CHECKOUT COUPON 	75240913	2/11/1997	2161630	6/2/1998	Catalina Marketing Corporation

Annex III

COPYRIGHT SECURITY INTERESTS

Title	Registration No.	Registration Date	Owner [Claimant]
Coupon Solution.	TXu000297177	8/10/1987	Catalina Marketing Corporation
Brightstreet consumer experience version 2.7.1.	TX0005158571	9/18/2000	e-centives, Inc.*  *Change of name from e-centives, Inc., to Invenda Corporation is not recorded. The assignment from Invenda Corporation to Catalina Marketing Corporation was recorded.
Brightstreet consumer experience version 2.7.0.	TX0005296661	11/9/2000	e-centives, Inc.*  *Change of name from e-centives, Inc., to Invenda Corporation is not recorded. The assignment from Invenda Corporation to Catalina Marketing Corporation was recorded.