

09-27-2002



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102236019

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Market Logic. Includes checkboxes for Individual(s), General Partnership, Corporation-State CA (checked), Association, Limited Partnership, and Other.

2. Name and address of receiving party(ies): Catalina Marketing International, Inc. Internal Address: Law Department. Street Address: 200 Carillon Parkway. City: St. Petersburg State: FL Zip: 33716. Includes checkboxes for citizenship and partnership types.

3. Nature of conveyance: [X] Assignment, [ ] Merger, [ ] Security Agreement, [ ] Change of Name, [ ] Other. Execution Date: 09/11/02.

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2,059,727, 1, 958,583, and 2,022,449. Additional number(s) attached [ ] Yes [X] No

6. Total number of applications and registration involved: 3. 7. Total fee (37 CFR 3.41) \$ 90.00. [ ] Enclosed [X] Authorized to be charged to deposit account.

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Catalina Marketing International, Inc. Internal Address: Stacy A. Gallagher. Street Address: 200 Carillon Parkway. City: St. Petersburg State FL Zip: 33716.

8. Deposit account number: 500600. (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Stacy A. Gallagher (Name of Person Signing), [Signature] (Signature), 9.19.02 (Date). Total number of pages including cover sheet, attachments and document: 2

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments

Washington, D.C. 20231

TRADEMARK REEL: 002589 FRAME: 0052

09/26/2002 LMUELLER 00000358 500600 2009727 40.00 CH 50.00 CH

**ASSIGNMENT**

Market Logic, Inc., a California corporation with its principal place of business at 1575 Corporate Drive, Costa Mesa, California 92626 ("Assignor"), is the owner of the marks following trademarks ("the Trademarks"):

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
MARKET LOGIC	2,059,727	May 6, 1997
HOME SERVICE ASSOCIATION	1,958,583	February 27, 1996
NEW DAY	2,022,449	December 10, 1996

Catalina Marketing International, Inc., a Delaware corporation with its principal place of business at 200 Carillon Parkway, St. Petersburg, FL 33716 ("Assignee"), wishes to acquire the Trademarks.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

The Commissioner is requested to issue the certificates of registration to Assignee.

Market Logic, Inc.

By: 

Name: Thomas Bristow

Title: Assistant Secretary

Date: 9/25/02