



05-14-2003

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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 03/30/2005) Tab settings



102447243

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

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 S. U. 03

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State California
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Catalina Marketing International, Inc.

Internal Address: _____
Street Address: 200 Carillon Parkway
City: St. Petersburg State: FL Zip: 33716

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State Delaware
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: May _____, 2003

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
78/039022

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Catalina Marketing International, Inc.
Internal Address: Legal Department
05/14/2003 TDIAZ1 00000033 500600 78039022
01 FC:0321 40.00 CH
Street Address: 200 Carillon Parkway
City: St. Petersburg State FL Zip: 33716

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41) \$40

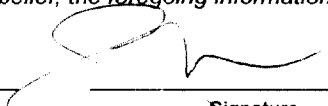
Enclosed
 Authorized to be charged to deposit account

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. Matulis  5/07/03
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document:

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

Washington, D.C. 20231

TRADEMARK REEL: 002731 FRAME: 0438

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 following trademark application ("the Trademarks"):

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
SAMPLE LOGIC	78/039,022	December 12, 2000

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: Christopher W. Wolf

Title: Treasurer & CFO

Date: 5/7/03