

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	FIRST-LIEN INTELLECTUAL PROPERTY SECURITY AGREEMENT		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CATALINA MARKETING CORPORATION		03/23/2012	CORPORATION: DELAWARE
CATALINA MARKETING PROCUREMENT, LLC		03/23/2012	LIMITED LIABILITY COMPANY: DELAWARE
CATALINA HEALTH RESOURCE, LLC		03/23/2012	LIMITED LIABILITY COMPANY: DELAWARE
CATALINA MARKETING WORLDWIDE, LLC		03/23/2012	LIMITED LIABILITY COMPANY: DELAWARE
CATALINA-PACIFIC MEDIA, L.L.C.		03/23/2012	LIMITED LIABILITY COMPANY: DELAWARE
CMJ INVESTMENTS L.L.C.		03/23/2012	LIMITED LIABILITY COMPANY: DELAWARE
CATALINA DIGITAL HOLDINGS, LLC		03/23/2012	LIMITED LIABILITY COMPANY: DELAWARE
CATALINA MARKETING TECHNOLOGY SOLUTIONS, INC.		03/23/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MORGAN STANLEY & CO. INCORPORATED		
Street Address:	300 CADMAN PLAZA WEST		
Internal Address:	ONE PIERREPONT PLAZA, 7TH FLOOR		
City:	BROOKLYN		
State/Country:	NEW YORK		
Postal Code:	11201		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4078238	HEALTH CONSUMER JOURNEY	
Registration Number:	4079503	PATIENT JOURNEY	

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Registration Number:	4085269	CATALINA COUPONS
Registration Number:	4100261	HEALTH & WELLNESS CONSUMER JOURNEY
Serial Number:	85511835	PRESCRIBERLINK
Serial Number:	85511825	BEHAVIORLINK
Serial Number:	85532129	MEMBERLINK

#### CORRESPONDENCE DATA

Fax Number: 6508385109

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 650-838-3743

Email: JLIK@SHEARMAN.COM

Correspondent Name: ZHENG BAO

Address Line 1: 3000 EL CAMINO REAL, 6TH FLOOR

Address Line 2: SHEARMAN & STERLING LLP

Address Line 4: PALO ALTO, CALIFORNIA 94306

ATTORNEY DOCKET NUMBER:	35613/6
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NAME OF SUBMITTER:	ZHENG BAO
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Signature:	/ZHENG BAO/
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Date:	04/18/2012
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#### Total Attachments: 7

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## FIRST-LIEN INTELLECTUAL PROPERTY SECURITY AGREEMENT

This FIRST-LIEN INTELLECTUAL PROPERTY SECURITY AGREEMENT (the "IP Security Agreement"), dated as of March 23, 2012, among the Persons listed on the signature pages hereof (collectively, the "Grantors"), and MORGAN STANLEY & CO. INCORPORATED, as collateral agent for the Secured Parties (in such capacity, together with its successors in such capacity, the "Collateral Agent").

A. Capitalized terms used herein and not otherwise defined herein (including terms used in the preamble and the recitals) shall have the meanings assigned to such terms in the Security Agreement, dated as of October 1, 2007 (the "Security Agreement"), among CHECKOUT HOLDING CORP., a Delaware corporation ("Holdings"), CHECKOUT ACQUISITION CORP., a Delaware corporation (which on the Closing Date shall be merged with and into Catalina Marketing Corporation, a Delaware corporation, with Catalina Marketing Corporation surviving such merger as the borrower, the "Borrower"), each of the subsidiaries of the Borrower listed on Annex A thereto, and the Collateral Agent.

B. The rules of construction and other interpretive provisions specified in Sections 1.2, 1.5, 1.6 and 1.7 of the Credit Agreement shall apply to this Supplement, including terms defined in the preamble and recitals hereto.

C. Pursuant to Section 4.4(d) of the Security Agreement, each Grantor has agreed to execute or otherwise authenticate this IP Security Agreement for recording the Security Interest granted under the Security Agreement to the Collateral Agent in such Grantor's United States Registered Intellectual Property with the United States Patent and Trademark Office and the United States Copyright Office and any other Governmental Authorities located in the United States necessary to perfect the Security Interest hereunder in such Registered Intellectual Property.

Accordingly, the Collateral Agent and Grantors agree as follows:

SECTION 1. Grant of Security. Each Grantor hereby grants to the Collateral Agent for the ratable benefit of the Secured Parties a first priority security interest (subject to any Permitted Liens) in all of such Grantor's right, title and interest in and to the United States Trademark registrations and applications set forth in Schedule A hereto, the United States Patent registrations and applications set forth in Schedule B hereto and the United States Copyright registrations set forth in Schedule C hereto (collectively, the "Collateral").

SECTION 2. Security for Obligations. The grant of a security interest in the Collateral by each Grantor under this IP Security Agreement secures the payment of all amounts that constitute part of the Obligations and would be owed to the Collateral Agent or the Secured Parties but for the fact that they are unenforceable or not allowable due to the existence of a bankruptcy, reorganization or similar proceeding involving any Grantor.

SECTION 3. Recordation. Each Grantor authorizes and requests that the Register of Copyrights, the Commissioner for Patents, the Commissioner for Trademarks and any other applicable governmental officer located in the United States record this IP Security Agreement.

SECTION 4. Grants, Rights and Remedies. This IP Security Agreement has been entered into in conjunction with the provisions of the Security Agreement. Each Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies

of, the Collateral Agent with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this IP Security Agreement and the terms of the Security Agreement, the terms of the Security Agreement shall govern.

SECTION 5. Counterparts. This IP Security Agreement may be executed by one or more of the parties to this IP Security Agreement on any number of separate counterparts (including by facsimile or other electronic transmission (i.e. a "pdf" or "tiff")), and all of said counterparts taken together shall be deemed to constitute one and the same instrument.

**SECTION 6. GOVERNING LAW. THIS IP SECURITY AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND CONSTRUED AND INTERPRETED IN ACCORDANCE WITH, THE LAW OF THE STATE OF NEW YORK.**

SECTION 7. Severability. Any provision of this IP Security Agreement that is prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof and in the Security Agreement, and any such prohibition or unenforceability in any jurisdiction shall not invalidate or render unenforceable such provision in any other jurisdiction. The parties hereto shall endeavor in good-faith negotiations to replace the invalid, illegal or unenforceable provisions with valid provisions the economic effect of which comes as close as possible to that of the invalid, illegal or unenforceable provisions.

SECTION 8. Notices. All notices, requests and demands pursuant hereto shall be made in accordance with Section 13.2 of the Credit Agreement. All communications and notices hereunder to each Grantor shall be given to it in care of the Borrower at the Borrower's address set forth in Section 13.2 of the Credit Agreement.

SECTION 9. Expenses. Subject to Section 13.5 of the Credit Agreement, each Grantor agrees to reimburse the Collateral Agent for its reasonable and documented out-of-pocket expenses in connection with this IP Security Agreement, including the reasonable and documented fees, other charges and disbursements of counsel for the Collateral Agent.

IN WITNESS WHEREOF, each Grantor and the Collateral Agent have duly executed this IP Security Agreement as of the day and year first above written.

CATALINA MARKETING CORPORATION

CATALINA MARKETING PROCUREMENT, LLC

CATALINA HEALTH RESOURCE, LLC

CATALINA MARKETING WORLDWIDE, LLC

CATALINA-PACIFIC MEDIA, L.L.C.

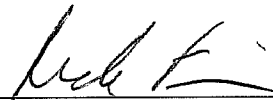
CMJ INVESTMENTS L.L.C.

CATALINA DIGITAL HOLDINGS, LLC

CATALINA MARKETING TECHNOLOGY  
SOLUTIONS, INC.

as Grantors

By:

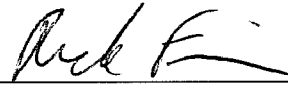


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Name: Rick Frier  
Authorized Officer

CHECKOUT HOLDING CORP.  
as Grantor

By:

A handwritten signature in black ink, appearing to read "Rick Frier", is written over a horizontal line.

Name: Rick Frier  
Authorized Officer

MORGAN STANLEY & CO. INCORPORATED, as  
Collateral Agent

By: 

Name: *Stephen B. King*

Title: *Executive Director*

TRADEMARK

REEL: 004760 FRAME: 0492

SCHEDULE A TO THE  
INTELLECTUAL PROPERTY  
SECURITY AGREEMENT

UNITED STATES TRADEMARK REGISTRATIONS AND APPLICATIONS

Item	Registered Owner/Grantor	Mark	Status	Date of Filing	Application Serial No.	Registration Date	Registration Number
1.	Catalina Marketing Corporation	Health Consumer Journey	Registered	04/07/2011	85/289,701	12/27/2012	4,078,238
2.	Catalina Marketing Corporation	Patient Journey	Registered	04/07/2011	85/289,700	01/03/2012	4,079,503
3.	Catalina Marketing Corporation	Catalina Coupons	Registered	08/10/2010	85/975,360	01/10/2012	4,085,269
4.	Catalina Marketing Corporation	Health & Wellness Consumer Journey	Registered	04/27/2011	85/306,708	02/14/2012	4,100,261
5.	Catalina Marketing Corporation	PrescriberLink	Pending	01/09/2012	85/511,835		
6.	Catalina Marketing Corporation	Behavior Link	Pending	01/09/2012	85/511,825		
7.	Catalina Marketing Corporation	MemberLink	Pending	02/02/2012	85/532,129		



SCHEDULE B TO THE  
INTELLECTUAL PROPERTY  
SECURITY AGREEMENT

UNITED STATES PATENT REGISTRATIONS AND APPLICATIONS

U.S. Issued Patents

<b>Item No.</b>	<b>Registered Owner/Grantor</b>	<b>Date of Issuance</b>	<b>Patent Number</b>	<b>Patent Expiration Date</b>
1.	Catalina Marketing Corporation	12/20/2011	8,082,177	09/29/2023
2.	Catalina Marketing Corporation	01/31/2012	8,108,251	03/04/2026
3.	Catalina Marketing Corporation	01/31/2012	8,104,671	12/01/2030

U.S. Pending Patent Applications

<b>Item No.</b>	<b>Registered Owner/Grantor</b>	<b>Date of Filing</b>	<b>Application Number</b>
1.	Catalina Marketing Corporation	12/19/2011	13/330,437