

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Catalina Marketing Corporation		10/25/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	inVentiv Health, Inc.
Street Address:	One Van de Graaff Drive
City:	Burlington
State/Country:	MASSACHUSETTS
Postal Code:	01803
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	3591238	PATIENTLINK CONSUMER HEALTH MEDIA
Registration Number:	3694006	EPATIENTLINK
Registration Number:	3944366	ADHERENCE REWARDS
Registration Number:	3792515	DYNAMIC ADHERENCE
Registration Number:	4188125	ENGAGING INSIGHTS. HEALTHIER OUTCOMES.
Registration Number:	4100261	HEALTH & WELLNESS CONSUMER JOURNEY
Registration Number:	4078238	HEALTH CONSUMER JOURNEY
Registration Number:	2232893	HEALTH RESOURCE
Registration Number:	3805054	INTEGRATED ADHERENCE
Registration Number:	4299221	MEMBERLINK
Registration Number:	2664875	NUTRIENT NEWS
Registration Number:	3639480	NUTRIENT NEWS
Registration Number:	4079503	PATIENT JOURNEY
Registration Number:	3924183	PATIENT LINK

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Registration Number:	3532406	PATIENTLINK
Registration Number:	3484922	PATIENTLINKIQ
Registration Number:	3944365	PATIENTLINKMC
Registration Number:	2624986	PHARMAWARE
Registration Number:	4208118	PRESCRIBER CENTRIC TARGETING
Registration Number:	4299175	PRESCRIBERLINK

CORRESPONDENCE DATA

Fax Number: 6144642634
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 614-462-5458
Email: trademarks@keglerbrown.com
Correspondent Name: Kegler Brown Hill & Ritter/SCB & P*F
Address Line 1: 65 East State Street
Address Line 2: Suite 1800
Address Line 4: Columbus, OHIO 43215

ATTORNEY DOCKET NUMBER:	104601.42
NAME OF SUBMITTER:	Stephen C. Barsotti
Signature:	/SCB/
Date:	12/12/2013

Total Attachments: 12
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TRANSFERRED INTELLECTUAL PROPERTY RIGHTS ASSIGNMENT

THIS TRANSFERRED INTELLECTUAL PROPERTY RIGHTS ASSIGNMENT (“Assignment”) is effective as of October 25, 2013 (“Effective Date”), between:

Catalina Marketing Corporation (“Assignor”), a Delaware corporation located and doing business at 200 Carrillon Parkway, St. Petersburg Florida 33716, and

inVentiv Health, Inc. (“Assignee”), a company incorporated under the laws of the State of Delaware having its principal place of business at One Van de Graaff Drive, Burlington, MA 01803.

WHEREAS, pursuant to the Equity and Asset Purchase Agreement dated as of October 25, 2013 between Assignor and Assignee (“Purchase Agreement”), Assignor agreed to assign or cause to be assigned to Assignee all of Assignor’s right, title and interest in and to certain intellectual property rights.

NOW, THEREFORE, for good and valuable consideration (including that recited in the Purchase Agreement),

1. Subject to the terms of the Purchase Agreement, Assignor hereby grants, conveys and assigns to Assignee, by execution hereof, all of Assignor’s worldwide right, title, and interest in and to (a) the Patents listed on Schedule 1.2(a)(iii)(A) to the Purchase Agreement (the “Assigned Patents”) and (b) the Trademarks listed on Schedule 1.2(a)(iii)(A) to the Purchase Agreement (the “Assigned Trademarks”) (the “Assigned Patents” and “Assigned Trademarks” constituting the “Assigned Intellectual Property Rights”), together with all associated goodwill, all applications, divisions, reissues, reexaminations, renewals, registrations, substitutions, continuations, extensions and foreign counterparts thereof, and all other corresponding rights that are or may be secured under the laws of the United States, any foreign country or jurisdiction or any multilateral organization, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, and all claims for damages and the right to sue for, collect, settle or release any infringement, misuse or misappropriation thereto, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor as if this Assignment had not been made.

2. Assignor shall, at the reasonable request and expense of Assignee, execute and deliver such individual confirmatory assignment deeds, change of name or address certificates and other documents prepared by Assignee, and will take such further actions and execute promptly such further documents and such additional acts as are necessary or desirable, to transfer, vest, implement, record and perfect good, valid and marketable title to the foregoing in the Assignee, to effectuate or record this Assignment. Assignor hereby authorizes Assignee to request the recordal of, and hereby authorizes and requests the relevant registrars, registries and government entities and offices to, record this Assignment, and take all other necessary and desirable actions to further the intents and purposes of the Assignment and to issue any and all registrations from any and all applications for registration included in the Assignment to and in the name of Assignee.

3. The parties hereto agree and acknowledge that to the extent any terms and provisions of this Assignment are in any way inconsistent with or in conflict with any term, condition or provision of the Purchase Agreement, the terms of the Purchase Agreement shall govern.

4. This Assignment may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original. Copies of executed counterparts transmitted by telecopy, telefax or other electronic transmission service including by portable document format (PDF) files shall be considered original executed counterparts for purposes of this Section 4.

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IN WITNESS WHEREOF, the undersigned have caused this Assignment to be duly executed and delivered as of the date above first written.

CATALINA MARKETING CORPORATION

By: _____
Name:
Title:

INVENTIV HEALTH, INC.

By: Eric Sherbet
Name: Eric Sherbet
Title: General Counsel

[Signature Page to Intellectual Property Rights Assignment]

SCHEDULE 1.2(a)(iii)(A)
TRANSFERRED INTELLECTUAL PROPERTY RIGHTS

PATENT REGISTRATIONS

CAT/32-UECK FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
CAT/32-UECK-CPA 0401719	Method and Apparatus for Automatically Generating Advisory Information for Pharmacy Patients	United States	12/12/1996	08/764,139	05/29/2001	6,240,394	GRANTED
CAT/32-UECK-PCT 0401715	Method and Apparatus for Automatically Generating Advisory Information for Pharmacy Patients	International WO 00/43925	01/21/1999	PCT/US99/00387	N/A	N/A	NATIONAL
CAT/32-UECK-CA 0401716	Method and Apparatus for Automatically Generating Advisory Information for Pharmacy Patients	Canada	01/21/1999	2,361,562	N/A	N/A	PENDING

OBSP/2-BYER FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
OBSP/2-BYER 0401769	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	United States	01/07/1999	09/226,209	05/23/2000	6,067,524	GRANTED
OBSP/2-BYER-PCT	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	International WO 00/41107	02/03/1999	PCT/US99/01856	N/A	N/A	NATIONAL
OBSP/2-BYER-CA 0401298	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	Canada	02/03/1999	2,358,542	N/A	N/A	PENDING

Obsp/2-BYER FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
Obsp/2-BYER-EP 0401767	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	Europe	02/03/1999	99904394.6	04/21/2004	1141874	GRANTED
Obsp/2-BYER-DE	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	Germany	02/03/1999	99904394.6	04/21/2004	69916655.1	GRANTED
Obsp/2-BYER-EP/ES 0401771	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	Spain	02/03/1999	99904394.6	04/21/2004	1141874	GRANTED
Obsp/2-BYER-FR	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	France	02/03/1999	99904394.6	04/21/2004	1141874	GRANTED
Obsp/2-BYER-GB	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	Great Britain	02/03/1999	99904394.6	04/21/2004	1141874	GRANTED
Obsp/2-BYER-IE	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	Ireland	02/03/1999	99904394.6	04/21/2004	1141874	GRANTED
Obsp/2-BYER-IT-EP 0401770	Method and System for Automatically Generating Advisory Information for Pharmacy Patients Along With Normally Transmitted Data	Italy	02/03/1999	99904394.6	04/21/2004	1141874	GRANTED

PIP-29-UECK FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
PIP-29-UECK 0401788	Method and System for Printing a Combination Pharmaceutical Label and Directed Newsletter	United States	02/23/2000	09/511,485	10/16/2001	6,304,849	GRANTED
PIP-29-UECK-PCT 0401789	Method and System for Printing a Combination Pharmaceutical Label and Directed Newsletter	International WO 01/63583	03/10/2000	PCT/US00/03716	N/A	N/A	NATIONAL

PIP-158-BANF FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
PIP-158-BANF 0402002	System to Provide Specific Messages to Patients	United States US-2006- 0266826-A1	09/27/2005	11/235,083 Claims priority to 60/685,491 which is PIP-162-ROBE	12/18/2007	7,309,001	GRANTED
PIP-158-BANF-PCT 0402003	System to Provide Specific Messages to Patients	International WO 2006/130249	04/17/2006	PCT/US06/14482	N/A	N/A	NATIONAL
PIP-158-BANF-AU 0402004	System to Provide Specific Messages to Patients	Australia	04/17/2006	2006252985	02/24/2011	2006252985	GRANTED
PIP-158-BANF-CA 0402005	System to Provide Specific Messages to Patients	Canada	04/17/2006	2,608,992	06/21/2011	2,608,992	GRANTED

PIP-162-ROBE FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
PIP-162-ROBE-PCT-US 0401998	System of Performing a Retrospective Drug Profile Review of De-Identified Patients	United States US-2009-0043707-A1	02/20/2007	11/573,987	08/17/2010	7,778,930	GRANTED
PIP-162-ROBE-U-US1 0401999	System of Performing a Retrospective Drug Profile Review of De-Identified Patients	United States US-2008-0185425-A1	04/03/2008	12/062,182	03/29/2011	7,913,900	GRANTED
PIP-162-ROBE-PCT 0401993	System of Performing a Retrospective Drug Profile Review of De-Identified Patients	International WO 2006/130361	05/18/2006	PCT/US06/19432	N/A	N/A	NATIONAL
PIP-162-ROBE-CA 0401994	System of Performing a Retrospective Drug Profile Review of De-Identified Patients	Canada	05/18/2006	2,609,009	01/04/2011	2,609,009	GRANTED
PIP-162-ROBE-JP 0401308	System of Performing a Retrospective Drug Profile Review of De-Identified Patients	Japan	05/18/2006	2008-514683	02/24/2012	4934130	GRANTED

PIP-165-ROBE FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
PIP-165-ROBE_US 0401963	System and Method for Special Accounts	United States US-2007-0083449-A1	10/03/2006	11/538,181	07/26/2011	7,987,125	GRANTED

PIP-174-BANF FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
PIP-174-BANF-US 0400936	Pharmacy Network Computer System and Printer	United States US-2007-0164096-A1	03/03/2006	11/366,397	05/15/2012	8,180,653 B2	GRANTED
PIP-174-BANF-US1 0407766	Pharmacy Network Computer System and Printer	United States US-2012-0224225-A1	05/14/2012	13/471,220	N/A	N/A	PENDING
PIP-174-BANF-PCT 0401875	Pharmacy Network Computer System and Printer	International WO 2007/084159	03/30/2006	PCT/US06/11843	N/A	N/A	NATIONAL
PIP-174-BANF-EP 0401878	Pharmacy Network Computer System and Printer	Europe 1974317	03/30/2006	06740153.9	N/A	N/A	PENDING
PIP-174-BANF-HK1 0401879	Pharmacy Network Computer System and Printer	Hong Kong HK1125210A	03/13/2009	09102428.9	N/A	N/A	PENDING Based on EP 06740153.9

PIP-193-ROBE FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
PIP-193-ROBE 0400942	Pharmacy Printer System and Method	United States US-2008-0042423	05/14/2007	11/748,239	12/06/2011	8,072,635	GRANTED

PIP-193-ROBE FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
PIP-193-ROBE-US1 0400963	Pharmacy Printer System and Method	United States US-2011-0317219	09/09/11	13,229,651	09/10/13	8,531,714	GRANTED
PIP-193-ROBE-US2 0424614	Pharmacy Printer System and Method	United States	08/14/13	13/967,286	N/A	N/A	PENDING
PIP-193-ROBE-PCT 0401881	Pharmacy Printer System and Method	International	06/12/07	PCT/US07/70962	N/A	N/A	NATIONAL
PIP-193-ROBE-PCT- CA 0401882	Pharmacy Printer System and Method	Canada	06/12/07	2,660,834	N/A	N/A	PENDING


PIP-203-ROBE FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
PIP-203-ROBE 0400947	ePatientLink	United States US-2009- 0287502-A1	05/15/2008	12/121,205	N/A	N/A	PENDING

PIP-237-GOTT FAMILY

Docket No.	Title	Country	Application Date	Serial Number	Issue Date or ABN Date	Patent Number	Status
PIP-237-GOTT 0408460	System and Method for Prescriber- Centric Targeting	United States	07/11/2012	13/546,511	N/A	N/A	PENDING

REGISTERED TRADEMARKS

Country	Mark/Name	Ser/App.No.	Filing Date	Reg. Date	Reg. No.	Int'l Classes
US		SN:78-556609	January 31, 2005	March 17, 2009	RN:3,591,238	Int'l Class(es): 35
US	ePatientLink	SN:77-606190	November 3, 2008	October 6, 2009	RN:3,694,006	Int'l Class(es): 41
US	ADHERENCE REWARDS	SN:85-159754	October 23, 2010	April 12, 2011	RN:3,944,366	Int'l Class(es): 35
US	DYNAMIC ADHERENCE	SN:77-801053	August 10, 2009	May 25, 2010	RN:3,792,515	Int'l Class(es): 35
US	ENGAGING INSIGHTS. HEALTHIER OUTCOMES.	SN:85-438271	October 3, 2011	August 7, 2012	RN:4,188,125	Int'l Class(es): 35
US	HEALTH & WELLNESS CONSUMER JOURNEY	SN:85-306708	April 27, 2011	February 14, 2012	RN:4,100,261	Int'l Class(es): 35
US	HEALTH CONSUMER JOURNEY	SN:85-289701	April 7, 2011	December 27, 2011	RN:4,078,238	Int'l Class(es): 35
US	HEALTH RESOURCE	SN:75-305906	June 10, 1997	March 16, 1999	RN:2,232,893	Int'l Class(es): 35
Japan	HEALTH RESOURCE	AN: 1999-063115	July 13, 1999	August 25, 2000	RN: 4411684	Int'l Class(es): 35

Country	Mark/Name	Ser./App. No.	Filing Date	Reg. Date	Reg. No.	Int'l Classes
US	INTEGRATED ADHERENCE	SN:77-801049	August 10, 2009	June 15, 2010	RN:3.805,054	Int'l Class(es): 35
US	MEMBERLINK	SN:85-532129	February 2, 2012			Int'l Class(es): 35
US	NUTRIENT NEWS	SN:78-056214	April 2, 2001	December 17, 2002	RN:2.664,875	Int'l Class(es): 35
US	NUTRIENT NEWS	SN:77-630478	December 10, 2008	June 16, 2009	RN:3.639,480	Int'l Class(es): 35
US	PATIENT JOURNEY	SN:85-289700	April 7, 2011	January 3, 2012	RN:4.079,503	Int'l Class(es): 35
US	PATIENT LINK	SN:78-521772	November 23, 2004	February 22, 2011	RN:3.924,183	Int'l Class(es): 35
US	PATIENTLINK	SN:78-532228	December 14, 2004	November 11, 2008	RN:3.532,406	Int'l Class(es): 35
US	PATIENTLINKIQ	SN:78-733205	October 14, 2005	August 12, 2008	RN:3.484,922	Int'l Class(es): 35
US	PATIENTLINKMC	SN:85-159753	October 23, 2010	April 12, 2011	RN:3.944,365	Int'l Class(es): 35
US	PHARMAWARE	SN:78-026983	September 21, 2000	September 24, 2002	RN:2.624,986	Int'l Class(es): 35
US	PRESCRIBER CENTRIC TARGETING	SN:85-642360	June 4, 2012	September 11, 2012	RN:4.208,118	Int'l Class(es): 35
US	PRESCRIBERLINK	SN:85-511835	January 9, 2012			Int'l Class(es): 35